



The **Minnesota Heating and Cooling Association** presents...

Allocating Overhead and the Power of Pricing **Tuesday, February 20, 2018**

8:30 a.m. – 3:30 p.m.
(Lunch Included)

Gustave A. Larson
13200 10th Ave N
Plymouth, MN 55441



Overview

Intuitively, contractors know that service causes considerably more overhead costs in a company than installations do. This session provides a simple way of allocating overhead between service and installation based on labor. But most importantly, this session emphasizes the power of using overhead allocation as a creative tool for margin production during the shoulder seasons. We'll take a look at questions like these:

- Do you REALLY understand your business financially?
 - Do you know exactly what your hourly breakeven rate is for your service work?
 - Are you charging correctly for what you do?
 - How can you get your price without customer complaints?

About the Instructor

Vicki La Plant has 30+ years of HVAC industry experience working with all sizes of contractors and learning the best practices, systems and ideas from the very best. Vicki taught high school English for 4 years then joined Lennox Industries where she worked for over 15 years, serving as Vice-President of Dealer Development and Marketing.

Currently, Vicki writes a bi-monthly column for Contracting Business magazine. She received the Tom McCart Consultant of the year award in 2013. After 20 years of owning a consulting and training company specifically focused on the contracting industry, Vicki joined **Service Roundtable** in 2016 as a business coach and trainer. The ideas and tools from her training seminars are practical and easily applied in the real world of contracting.

What People Are Saying

"Vicki peels backs the blinders and lets you see the little things you do wrong or right every day."

This program is limited to 30 attendees. Register today!

First Person from Member Company: \$149, Additional from Member Company: \$79
First Person from Non-Member Company: \$229, Additional from Non-Member Company: \$129

JOIN MHCA FOR \$395.00 AND SAVE ON THIS PROGRAM!

This program is also sponsored by Service Roundtable: www.serviceroundtable.com.



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Program Sponsor



Registration Form

ATTENDEE INFORMATION

(COPY FORM FOR ADDITIONAL ATTENDEES.)

Name: (first) _____ (last) _____

Name: (first) _____ (last) _____

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

REGISTRATION FEE

	<u>Member</u>	<u>Non-Member</u>
First Attendee	\$149.00 per person	\$229.00 per person
Additional Attendee(s):	\$79.00 per person	\$129.00 per person
# Additional Attendees	_____	_____
Total	\$ _____	\$ _____

**JOIN MHCA FOR \$395.00
AND START SAVING WITH
THIS PROGRAM!**

PAYMENT INFO

Credit Card: VISA MasterCard Discover AmEx

Name on credit card: _____

Billing Address: _____

CC Number: _____ Exp Date: _____ CVC Code: _____

Check: Payable to "MHCA"

Mail, fax, or email completed registration form to:
Minnesota Heating and Cooling Association
6066 Shingle Creek Parkway, Suite 167
Brooklyn Center, MN 55430

Ph: 888-782-6815
Fax: 888-287-4116
Email: jane@assocmgmtservices.com

For additional information about this program or MHCA membership, contact MHCA at (888) 782-6815.

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