

HOW TO SUCCEED and THRIVE as a CONTRACTOR IN TODAY'S MARKET

-Business Management and Strategies-

Is your business prepared for the changes facing the construction industry? Trends like shrinking margins, and more complex jobs with less time to complete them can make just surviving an almost impossible challenge. This program will help you to establish goals and strategies to keep pace with the lightning-fast changes in the market, enabling you to not just survive, but also succeed.

Topics Covered:

- ◆ **Strategies for the Changing Market**
Think ahead to keep from falling behind
- ◆ **Identifying the Best Structure for Your Business**
Understand what business structure best fits your skill set, personally and market
- ◆ **How to Combat Shrinking Margins**
Market your value instead of discounting your price
- ◆ **Focusing on Key Business Drivers and Strengths**
Discover your skills and fight for your business from a position of strength
- ◆ **Positioning Employees and Systems to Compete**
Maximize your resources
- ◆ **How to Realistically Budget Costs**
Find the hidden costs that are eating away at your profit
- ◆ **Building a Profitable Pricing Structure**
Set the proper value on your work to succeed
- ◆ **Determining Winning and Losing Jobs**
Separate the jobs that will earn you the money from the money pits



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PROOF Management instructors are experienced industry speakers who have taught hundreds of these programs and published numerous articles on these issues in top trade magazines.