

Welcome!

Solving the Snow & Ice Pricing Problem

Presented by

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Snow Industry Commitment Award

Pro-Motion Consulting was the recipient of the inaugural Snow Industry Commitment Award, presented by the Snow & Ice Management Association (SIMA) in recognition for its great commitment to SIMA and to the snow and ice industry. This award was presented to Pro-Motion Consulting at the 2010 SIMA Symposium held in Providence, Rhode Island.



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high-performance organizations.**



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The Problem with Pricing



The Problem with Pricing



Low-Tech Method



Expensive

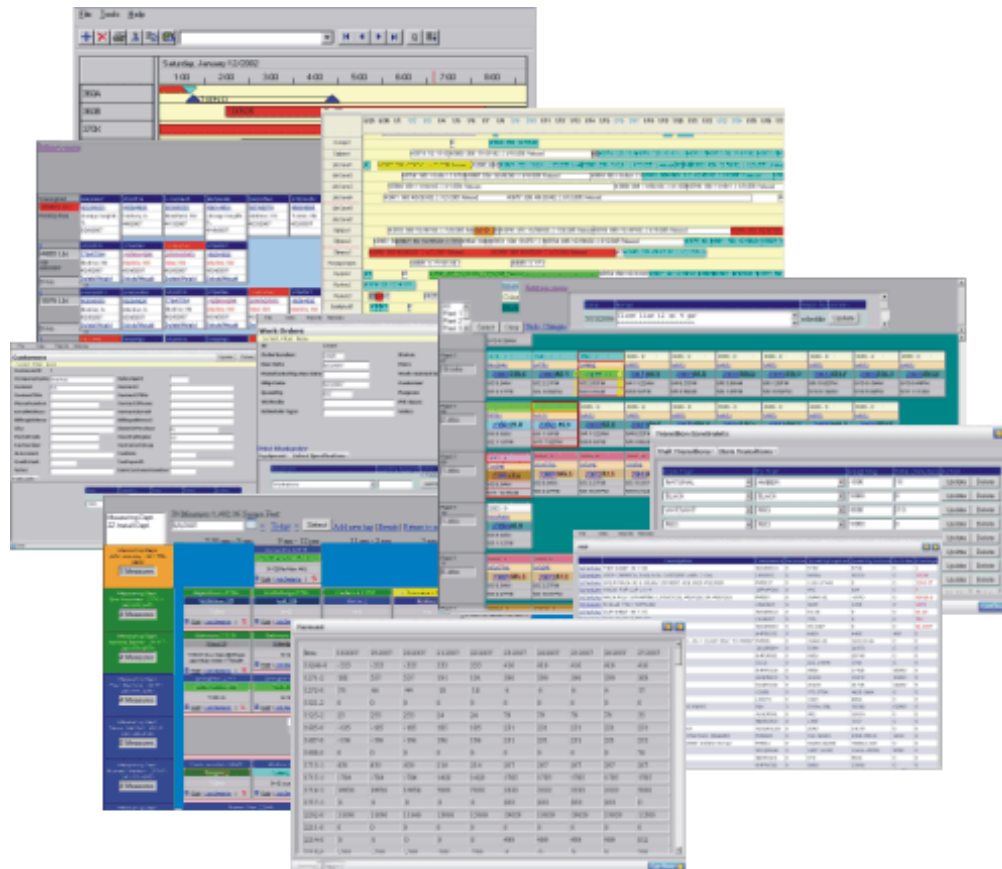


Web-Based Measuring

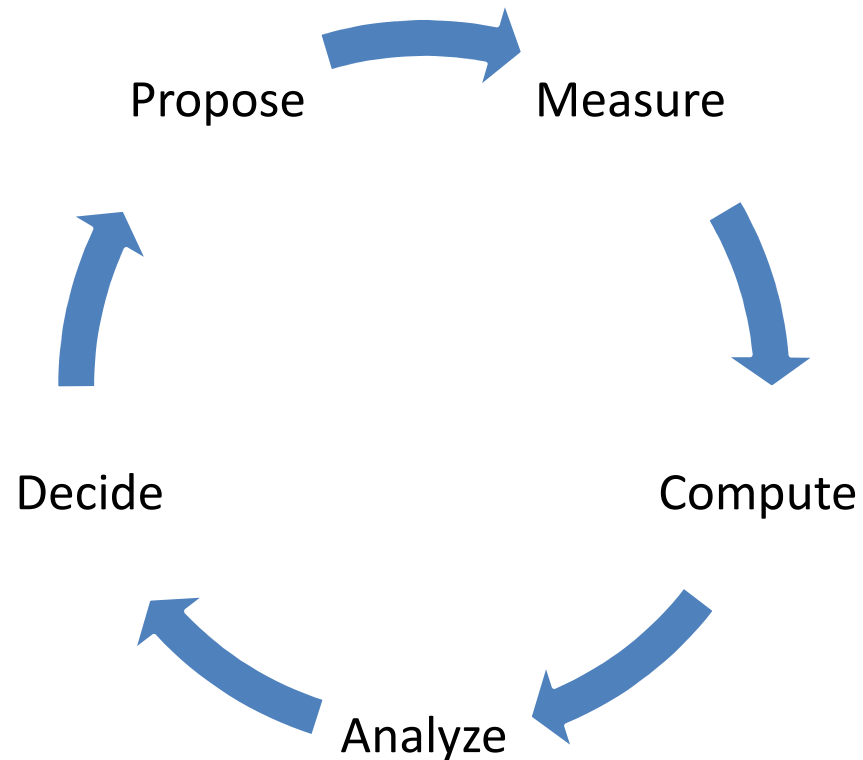
The Google Earth logo is centered in a white serif font against a dark space background with stars and a blue horizon line of the Earth.

Google[™]
Earth

Hi-Tech Method



The Estimating Process



Microsoft Excel



The Estimating Process



Errors & Profitability

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“Would you please elaborate on ‘then something bad happened’?”

Keep in Mind





Switch to Excel



Establishing Prices



Important Points

- Don't be afraid of Excel
- Know your estimating system inside and out
- Trust your system
- Speed is important
- Priorities matter
- More selling equals better selling and **WINNING MORE WORK!**



Old School Bob



AI, the Over-Analyzer



Killer Kurt's Pad





Thank you!



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