



Matthew VanHorn, 3 Mile Domination, will be leading a comprehensive workshop to help operators to streamline their facilities and maximize their operational efficiency. This interactive session is a great opportunity to develop frontline staff and learn new tips and tricks to make your facility more profitable.

Hour 1

- Industry Overview/Update
- Implementing Systematic Management
 - What is Systematic Management?
 - Why Policies & Procedures are important?
 - How to create an Operations Manual
- Identifying and Understanding your Market
 - Tools to Use
 - Information Needed
 - Goals

Hour 2

- Marketing Your Facility
 - Rules for Successful Marketing
 - Marketing Campaigns you should consider at your facility
 - Marketing Campaign Examples
 - How do I know if my marketing campaigns are working?
- Sales Process
 - Setting the Stage
 - Selling over the phone?
 - Selling in the office?
 - Sales Goals
 - Collecting Data
- Analyzing Marketing & Sales Data
- Importance of Curb Appeal & Maintenance

Hour 3

- Analyzing your facility
 - Reviewing Management Reports
 - Items to review Weekly & Monthly
- Projections
- Revenue Management
- Expense Management
- Wrap Up / Q&A