

Did you ever wish you had a Blueprint for running your business?

This is as close as you'll come to a blueprint if you're trying to grow your telecommunications company!

The Entrepreneur's Handbook was written by Alan Kruglak, who grew his family's intercom, alarm and card access business from \$750,000 a year when he joined the company, to \$20 million a year - with a **54% gross margin**, when he sold the company eight years later.

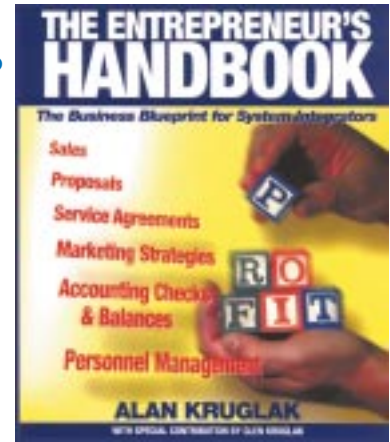
Alan's Blueprint Covers:

- Sales • Proposals • Marketing • Service • Personnel Management • Accounting & Finance

On his way, he had the struggles that we all deal with every day - but maybe worse! He had unprofitable jobs, unfocused management, and his company was \$3 million in debt when he started applying the principles in this book.

Alan gives you the best explanation I've heard for taking jobs with less profit, based on a formula for calculating future revenue from MACs, maintenance and referrals (what he calls *life cycle revenue*). He tells about the \$12,000 deal his Operations Manager turned down as unprofitable, which quickly resulted in \$3 million of profitable revenue for the company that took the job.

Salespeople are really hard to manage! Alan has the best plan for training and compensating salespeople I've seen. **It's brilliant!** See his Sales Compensation Video on Page 7. #CID3R



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INSTALLATION CHECKLIST



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- Our **SITE SURVEY** will help you ask the right questions to make sure the right stuff gets installed... *At the Cutover!*
 - Our **KEY SHEET** will make sure that every phone is programmed and designated correctly... *At the Cutover!*
 - Our **CO LINE SHEET** will make sure that the phone lines get ordered and installed correctly... *At the Cutover!*
 - Our **JOB MATERIAL SHEET** will make sure that all of the equipment the installer needs is staged for him... *So he can Cut the System!*
- It's really costly to have installers leaving a job to go pick up equipment!*

A referral is the best sales lead you can get. A customer will remember how the cutover went more than anything else about your company. If the system isn't complete, you might not get paid... *and it will cost you many years of referrals!*

All of these forms are on DISK in Word format, which allows you to customize the forms!

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INSTALLATION CHECKLIST

- Includes:
- Site Survey Forms
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 - CO Line Forms
 - Job Material Sheet Forms
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