

"They say champions don't do one thing 100% better... they do a hundred things 1% better."

Tom Jennings



**Now your staff can reap the benefits of a custom onsite training session with Tom Jennings, author of the WFCA's "Tom's Tips" video series.**

Topics Include:

- The only price that matters
- Focus on segments where you excel
- Marketing to a values driven customer
- The difference between promotional pricing and discounts
- I know best what my customer needs
- Price vs cost
- Know the products your installers are using

***Limited Dates Available...Act Now!***

For pricing and availability please contact Tom at [tomg.jennings@gmail.com](mailto:tomg.jennings@gmail.com) or call 785-423-1212