

Letter from the Executive

By Todd B. McAlister

Hello Friends,

It's a New Year, a time for fresh resolve and new beginnings. For many, it's also a time to go overboard in the resolution department.

Now, don't get me wrong. I'm a big fan of making New Year resolutions. I'm just not such a big fan of looking back halfway through the year and realizing I've already dropped most of them.

We know that the same thing can happen to you. You just get so busy running your business that important things like planning and training get sidetracked.

And that's why we're here for you. Your ACCA membership provides expert partners for every aspect of your business, to keep you motivated and give you the tools you need for success. We look forward to helping you achieve that this year.

The Art of Management

Make This Your Most Profitable Year

"If you fail to plan, you plan to fail." Truer words were never spoken. You must make your plan and goals real by sharing, discussing, and reviewing them. A few tips to remember for a better year...

- 1) **Work Backwards.** Take your sales goal for the year. Then, use an average ticket price and sales closing ratio to see how many leads that would take. Then, with your average cost per lead in media, see how many ads or promotions you must run. This will tell you how much you need to spend on advertising to achieve that goal. A nice "trick" is to work on better marketing *and* closing ratios to multiply your efforts.
- 2) **Time Framing.** Divide your goal in half to see where you should be at mid-year. Then you can allocate numbers of units sold, dollars grossed, etc. to individual months. Your ad dollars should be higher in seasons with similar demands. As your months are laid out, each week falls into place.
- 3) **Remain Flexible.** If it's apparent that your January promotion is blowing the doors off your sales goal, don't get in a hurry to change to the February ad and promotion schedule just to stay on your marketing plan. And if the February plan slacks away from the February goal, don't be afraid to change your ideas. A new ad, phone follow-up, or new media may be your remedy. Stay in touch with your market's response, and make changes as they are needed.

Have your goals and plan laid out so you'll have your "Roadmap" to success. Get your free 2007 marketing planning calendar from Hudson, Ink to help. Go to www.hudsonink.com for more details.

10-Second Management

"Customer service is the only service that matters."

FALSE: How well your company's employees interact with each other can affect how well they interact with customers, playing a large part in how well your customers are taken care of. So Internal Customer Service is a vital element for effective and successful External Customer Service.

News & Events

January

- ◆ ACCA Texas Board of Directors Meeting, January 18th, Austin

Continuing Education Schedule

- ◆ Houston-January 12th, 26th
- ◆ Arlington-January 19th
- ◆ Austin-January 19th
- ◆ San Antonio-January 26th

License Preparatory Course

- ◆ San Antonio-January 19th

Texas Training Opportunities

Greater Houston- www.accagh.org

Jan. 16	Motors Class
Jan. 22	Pricing for Profit
Feb. 5	Building a Credibility Book
Feb. 15	Variable Speed Furnaces

North Texas- www.acca-ntx.org

Jan. 14-15	NATE Prep
Jan. 21-22	NATE Prep
Jan. 28-29	NATE Prep
Jan. 15-16	RightSoft Residential Universal
Jan. 22	Customer Service is Professional Edge
Jan. 22	Customer Service-Sharon Roberts
Jan. 24	Codes Class
Jan. 28-29	Nate Heat Pump
Jan 31	NATE Testing
Feb 4-6	NCI Carbon Monoxide & Combustion Certification Course

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"I Wonder if ACCA Has That for Me?"

In an effort to help consumers to differentiate among contractors that profess they do quality work, ACCA has created two consumer-focused documents that detail why Quality Installation is important.

Both these documents can be downloaded by ACCA members at www.acca.org/members/qibrochures.pdf.

Before we make these documents public, we would like to know what you think. Please download the document, review, and return the response form included in the PDF to:

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Techno Tidbit

Seventy percent of installed residential cooling systems suffer from inadequate airflow. Improper airflow can result in equipment failure, high energy bills and poor comfort. At the minimum, airflow across indoor coils should be checked and adjusted if necessary. Read more at www.energystar.gov.



Air Conditioning Contractors of America

Texas