

PRACTICE

TO BE

PREPARED:



**THE CUSTOMER'S EMERGENCIES  
ARE YOUR EMERGENCIES**

# WHEN RESPONSE TIME



# MATTERS



**MOTIVATED  
BY  
DEVELOPMENT**



**COMMITMENT  
TO CONSISTENT  
EXCELLENCE**



**CUSTOMER CHAMPION  
AND  
BRAND AMBASSADOR**



**RELIABLE  
AND METICULOUS  
ROOFERS**



**DEVOTED LEADERSHIP  
DELIVERED WITH  
ENTHUSIASM**



# Good Habits



**UNDERSTAFFING  
SHIFTS FOCUS  
TO RISK MANAGEMENT**

**NOBODY  
INVESTS TIME IN  
RECRUITING TALENT**

**UNDERDEVELOPED  
TRAINING  
PROGRAM**

**MISSING  
INCENTIVE  
PROGRAM**

**NONEXISTENT AUDIT  
PROCESS FOR  
COMPLETED WORK**



# Bad Habits

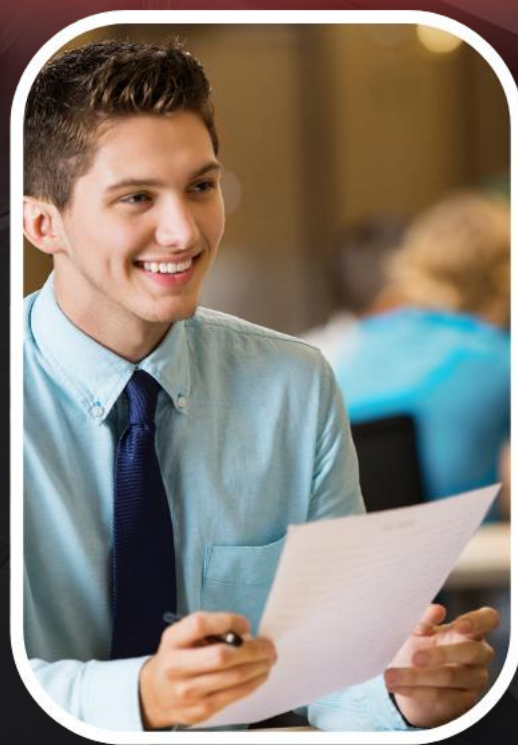


typical  
**NEW HIRES**





# typical HIRING PROCESS





typical

**INCENTIVE TO TRAIN**

**easy**



# PRACTICE TO BE PREPARED







# Who to Hire

Now Hiring







# Where to Hire

Now Hiring







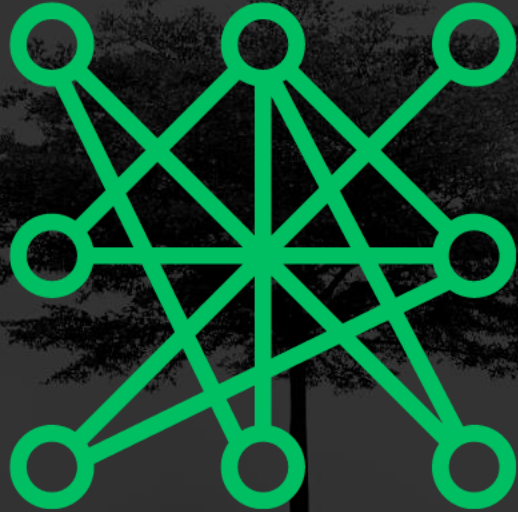
# How to Train



**STRUCTURED  
COMPENSATION  
PLAN**



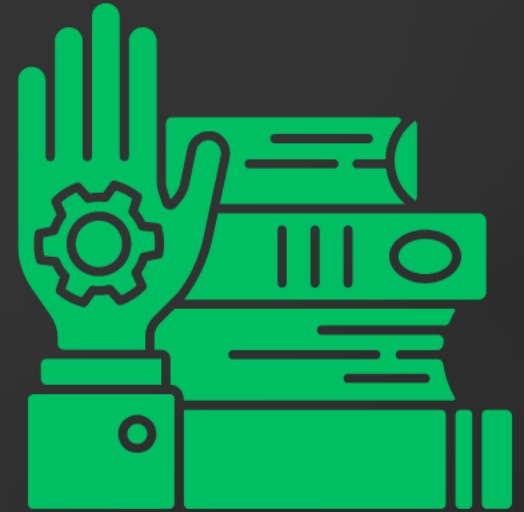
**STRAIGHTFORWARD  
AND DISTRIBUTED  
COMPENSATION PLAN**



**SET  
COMPENSATION RANGES  
FOR EACH POSITION**



**ROUTINE  
DEMONSTRATION AND  
TESTING SCHEDULE**



# How To Compensate New Hires

## Technician

Base	Budgeable	Driver	App-User	Torch	Heat Gun	Sealant	3-Course	Shingle	Metal	Hustle	Reliability	Total
\$25.00	\$1.00	\$1.00	\$0.50	\$2.00	\$2.00	\$1.00	\$0.50	\$0.50	\$0.50	\$1.00	\$1.00	\$36.00

## Foreman

Base	Budgeable	Driver	Leadership	Leaks	Advanced Metal	Tile	Glazing	Tuck-pointing	Cold Process	Coating	3 <sup>rd</sup> -Party Software	Total
\$30.00	\$1.00	\$1.00	\$2.00	\$2.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$43.00



# How To Compensate New Hires



**PAY  
THEM!**



**MOTIVATE THEM  
TO PROGRESS  
IN HIERARCHY**



**TEACH  
ABOUT CHALLENGES  
OF INEXPERIENCED HELP**



**LEARNING CYCLE  
BECOMES CONTAGIOUS,  
EXPANDING QUALIFICATIONS**



# How to Incentivize the Experienced to Mentor

# PRACTICE TO BE PREPARED

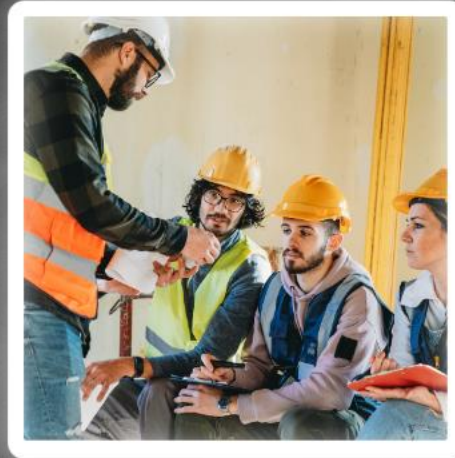
# TAKEAWAYS



**RECRUITMENT  
AND  
TRAINING**



**TALENT  
ACQUISITION**



**TRAINING  
PROGRAMS**



**COMPENSATION  
AND  
ACCOUNTABILITY**



**INCENTIVIZING  
TRAINING**



# PRACTICE TO BE PREPARED

## TRACEY DONEL'S CONTACT INFORMATION



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*We cannot prevent emergencies but we can arm ourselves with knowledge. Emergency preparedness is essential to the success of your roofing business. Fascination breeds preparedness, and preparedness, success.*



SERVICE  
**FIRST**  
SOLUTIONS