

**PFC Services, Inc.**  
**Speech, Seminar and Course Offerings**  
**Updated May 15, 2009**

**Contact and Requests for Proposal (RPF)**

For further information call PFC Services, Inc. at (678) 560-6725 or you can reach us via e-mail at info@pfc123.com. We will respond to RFPs quickly, although our calendar is quite full so please include date requirements, if any.

**General Notes**

All sessions are customized for individual client needs and contain preview slides with sound (subject to A/V availability), handouts, tips and bonuses (where applicable). The term "Home Décor" refers to any product or service that is above base grade or commodity level. These are generally products and services that have a fashion element, enhanced functionality, longer than normal life span or relate to a large average ticket. Almost ALL businesses sell or indirectly sell home decor items! Sessions can be customized for your needs. Topics can also be custom researched in many areas- contact us and we will tell you if we can properly present material on a given topic of interest.

**Demand-Based Series: life changing series of proprietary material**

Demand-Based Marketing  
Demand-Based Advertising  
Demand Based Hiring and Staffing  
Practical Demand Based Marketing for the Lumber and Building Materials Industry

**Timely Topics**

Improving Sales Effectiveness: Getting Back to Selling  
Tired of Talking Green? Let's Sell Green!  
Management During Turbulent Times  
Leadership During Turbulent Times  
Managerial Accounting Ideas  
Enhancing Sales and Profit During Turbulent Times  
Remodel Update: Where Customers are Investing Their Money  
The Echo Boomer Generation  
Attracting Echo Boomers: The Newest Generation  
Enhancing Morale: Optimizing the Performance of a New Generation  
Winning the War for Talent  
Outlook for Home Décor  
Building Materials Industry: Past, Present and Future

**The Highly Acclaimed "New Ideas" Series (includes a host of proprietary material)**

Part 1 New Ideas for Optimizing Sales and Gross Profit

- Part 2 New Ideas for Optimizing Cash Flow
- Part 3 New Ideas for Optimizing the Productivity of Sales Associates
- Part 4 New Ideas for Optimizing the Return on Your Payroll Investment
- Part 5 New Ideas for Managing Your Business
- Part 6 New Ideas for Managing the Financial Aspects of Your Business
- Part 7 New Ideas for Optimizing Sales at Point of Contact/Point of Sale

### **Sales Topics**

- Sales Training for Home Décor
- Sales Productivity Training
- Building a Sales Empire
- 25 Winning Ideas for Closing the Sale
- Expanding Home Décor Product Lines
- Advanced Home Décor Topics- Close Rate and Pricing
- 25 Strategic Ways to Use Home Décor to Increase Profits
- New Product and Sales Trends in Home Décor

### **Installed Sales, Including Independent Contactors**

- Introduction to Installation Services
- Like it or Not- You are Already Providing Installation Services!
- Installed Sales Workshop
- Home Décor Installed Sales to Increase Profit
- Managing Independent Contractors

### **Management/Ownership Topics**

- Entity Structure and Ownership Issues
- Advanced Ownership Issues (Compensation and Resource Management)
- Evaluating Your Business to Enhance Future Performance
- Management and Leadership Briefing- Part 1
- Management and Leadership Briefing- Part 2
- Using Key Performance Indicators (KPIs) to Optimize Profitability
- Introduction to Business Valuation
- Management Training for Home Décor
- Managing Employee Turnover
- Home Décor as a Strategic Weapon
- Easy Ways to Enter Home Décor
- Utilization of Outside Resources

### **Management with an Accounting/Financial Slant**

- Improving YOUR Bottom Line- Sketch for Success
- Improving YOUR Bottom Line- Blueprint for Success (full day- 6 hour minimum)
- Select Strategies that You Can Use- Designed for CPAs in Public Practice or Industry
- Using the Numbers to Increase Your Business

Entities and Financial Statements  
Commission and Incentive Plans for Home Décor  
Home Décor- Credit and Retail Financing  
Impact Your Business with Retail Finance Programs  
Financial Aspects of Home Décor  
Managerial Accounting Ideas

**Fast Track Series- designed for serious and intense study**

Part 1 Compensation

Part 2 Hiring Techniques and Reducing Employee Turnover

**Major Programs- designed for long-term involvement and impact**

Retail Profit Improvement Program (RPIP)  
Strategic Planning Sessions  
Meeting Facilitation Services  
Sales Productivity and Optimization Program

**General Career Development Topics**

Effective Meeting Planning  
Improving Retention and Implementation  
Return on Investment Strategies  
Profitability Model  
Using Interfaces to Identify Opportunities  
Internal Resource Strategies  
External Resource Strategies  
The Special Order Life Cycle  
Customer Instant Replay Program  
Credit and Collection Techniques  
Entity Selection  
Compensation Strategies and Ownership Issues  
Succession Planning  
Staff Productivity Assessment  
Customer Service Strategies  
Bank Loans, Guarantees and Vendor Agreements  
Leases, Royalties and Other Long-Term Agreements  
Hiring and Staff Retention  
Value Added Service Fees for CPAs