



## ***Restoration Strategies* TURBOCHARGED!**

How to get restoration jobs from insurance agents,  
claims adjusters and property owners.

**7:30 a.m.** — Registration, meet and greet, continental breakfast

**8 a.m.** — “*Restoration Strategies Strategic Planning Session*” by Jeff Cross, executive editor of *Cleanfax* and founder of Totally Booked University.

**8:30 a.m.** — “*Soft-Selling Hardened Claims Adjusters*” by Peter Crosa

Peter Crosa, AIC, RPA will cover the issues successful restorers need to know when marketing, selling and dealing with insurance adjusters and other segments of that important target industry. This is where the rubber hits the road when it comes to restoration and damage repair work and the insurance companies. In this session, you will learn what you need to know about adjusters and the most important thing an adjuster needs to know about you. Where do you find adjusters who will use your services? How do you get their attention? Get ready to learn some techniques to get more insurance work and build more business for your company!

**This session will cover:**

- When you meet a hostile adjuster at a job site, learn how to turn this encounter into a lucrative relationship. IT CAN BE DONE!
- Learn to distinguish between adjusters who can hurt you and adjusters who can help.
- How to get face time with adjusters when their guard is down.
- How to use “promo and entertainment” with adjusters and agents.
- Learn the terminology that adjusters use.
- Learn why marketing to adjusters is different from marketing to agents.
- Industry specific advertising options for reaching the right people to get work.
- Working the associations and trade groups that serve the insurance sector.
- Do’s and Don’ts of gratuities and vendor appreciation protocols.
- Why it is “no accident” when other restorers in your area get insurance work!

**10:00 a.m.** — Take a 15-minute break, get some refreshments, and enjoy time to network.

**10:15 a.m.** Sponsor Message

**10:30 a.m.** — “*Soft-Selling Hardened Claims Adjusters, continued*” by Peter Crosa This session moves into final strategies and allows you to ask specific questions about concerns you have regarding working with the insurance industry.

**12:00 p.m.** — Enjoy a nice lunch with your new friends and industry contacts.

## **12:45 p.m. Sponsor Message**

### **1:00 p.m. — “How to Penetrate the Market with Proven Social Media and Website Programs” by Jeff Cross**

What do successful restoration companies and damage repair contractors do with their websites and social media sites to get more clients? This type of electronic marketing can be confusing, but we break it down and make it easy for you. After this fast-paced session on practical “how to” lessons on electronic marketing, you will be ready to penetrate your local market and get more disaster restoration jobs with a better website and social media strategy.

#### **This session will cover:**

- How to get traffic to your website, and then get more people to call and hire you.
- The “easy to do” technical aspects of building a website that works.
- The best social media topics and ideas that *really* work.
- How to create special ad campaigns to get more restoration jobs.
- How to get “friends” and “likes” for your social sites and how to market to these.

## **2:30 p.m. — Take a break, get some refreshments, and enjoy time to network**

## **2:45 p.m. Sponsor Message**

### **3:00 p.m. — “Getting Your Foot in the Door: Marketing to Agents” by Peter Crosa**

Most restoration contractors spend most of their marketing efforts attempting to network with, have lunch with, play golf with... *adjusters*. What many forget is the true power that insurance *agents* have regarding referring those valuable restoration jobs. This session solves the mystery of who has the power to get you jobs and adds another effective plan you must implement to reach decision makers in the insurance industry. Get ready to see Peter on the phone with agents (a real, live demonstration) and how he maneuvers his way to finding the decision maker!

#### **This session will cover:**

- The “insurance wars” and how the typical insurance agent knows how he or she must offer more to the insured when there is a loss.
- How the insurance agent thinks and acts when he or she gets that dreaded “My basement is flooded and I need help!” telephone call from a policyholder.
- How to find out if an agent really must refer work to firms listed on the Preferred Vendor list or if they can refer you instead.
- How to take stressful events bothering agents and turn them into profit for your firm.

### **4:30-5:00 p.m. — Final Q&A and Implementation Session.**

It’s not over yet! You learned a lot in the past two days. Let’s keep pushing. After many seminars, most business owners and managers go home and put the book on the shelf and what they learned into neutral. Not with a TBU workshop! This final session will reinforce what you must do to implement what you learned and will give you the “boost” you need to get the job done.

**Thank You!**