

**CELEBRATING OUR 17<sup>TH</sup> YEAR OF  
HIGH IMPACT TRAINING!**



**PowerWash**  
INDUSTRIES™



## EDUCATION, NETWORKING, FOOD & FUN!

- ✓ Review the latest in power washing
- ✓ Equipment overview & operation
- ✓ Safety & liability issues
- ✓ Marketing & Goals Strategy
- ✓ Achieving the highest R.O.I.



For rooms,  
please RSVP to Larry  
or Emily

**1-800-624-8186**

**WORK SAFE**

**POWER WASH TRAINING  
BOOTCAMP**



REF. 11292021



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## HIGH IMPACT TRAINING

### INTERACTIVE • EDUCATIONAL • ENTERTAINING

OVERVIEW . . . Our High Impact Training “Work Shop” has set the “Industry Standard” in power wash training. The “Work Shop” is an intensive training course that covers **operation, safety, market analysis, applications, direct sales training** and has been attended by 100's of successful contractors. We offer the latest techniques in pressure washing, marketing your services, optimization / where to advertise, how to strategize your marketing and goal setting.

With our combined 75+ years experience with Sales Training and Applications in the Power Wash Business Industry, and having worked with hundreds of successful Pressure Washing Companies, **we help you establish your Power Wash Business and how to help your customers.**

Our training runs a full day on Fridays and a half day on Saturdays at our National Headquarters here in beautiful Salt Lake City, Utah. Salt Lake City is a hub for Delta Air Lines and you can fly in from nearly anywhere in North America in under 6 hours. Southwest Airlines also has super service to Salt Lake City.



### “EDUCATION IS THE KEY TO PROSPERITY”

**This is not just another sales / training class!** We integrate equipment, applications, focus, purpose, and profitability into the same picture. Our training is directed at getting you to “thinking out of the box” and to offer Commercial Maintenance Agreements.

We recommend arriving Thursday P.M. and arranging departure on Saturday afternoon/evening. This has proven to be the most effective and is less disruptive to everyone’s work schedules. Also, the flights are less expensive with a Friday stay over. **We arrange rooms for Thursday and Friday night at the Courtyard Marriott, and meals. The flights are your responsibility.**

**“YOU DON’T EVER GO TO WORK TO MAKE MONEY...  
YOU GO TO WORK TO MAKE A DIFFERENCE!”**

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## MEET THE TEAM



### **Lina Alvarez / Alvarez Dirt Squad\***

Lina is a Power Wash Bootcamp alumni from 2014 and with her husband, has built a very successful power wash business in the State of Utah. Lina shares their formula for success by utilizing best practices in **WINNING THE BID, BRAND MARKETING** and **SOCIAL MEDIA STRATEGIES**.

**\*PENDING AVAILABILITY**



### **Steve Kitts / TASK Business Services\***

Steve & his wife/partner Tina came through the Power Wash Business Bootcamp in 2007 and went on to build a very successful power wash business in Texas and Utah, of which they still manage. Steve brings **FOCUS & GOAL SETTING** to our training course with a **GREAT WINNING ATTITUDE!**

**\*PENDING AVAILABILITY**



### **Larry Winter**

Dedicated Account Manager

Larry offers nearly 20 years of experience here at Power Line and is a solid source for optimizing your equipment size & needs.

Email: [larry@powerlineindustries.com](mailto:larry@powerlineindustries.com)

Phone: 1-800-624-8186 • Cell: 1-385-224-5061



### **Stacy Ogden**

Dedicated Account Manager

Stacy - a new addition at Power Line - brings over 30 years of customer service excellence.

Email: [eqsales@powerlineindustries.com](mailto:eqsales@powerlineindustries.com)

Phone: 1-800-624-8186 • Cell: 801-589-1183



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## MEET THE TEAM



### **Morris "Mo" Morgan**

**Equipment Safety • Internet Marketing Review • Direct Sales Training**

Mo focuses on opening up new markets, advertising new services and products. Pricing for profitability and creating an overall marketing attack program specifically tailored to you and your service area.



### **Chris Roylance**

**Equipment Operation Training**

Chris is on his 8th year here at Power Line servicing as our lead builder and equipment trainer.



### **Randy Bishop\***

**Equipment Operation Training**

Randy runs his own power wash business. Randy has been our "outside" trainer and brings operation and application expertise.

**\*PENDING AVAILABILITY**



### **Freddy Silva\***

**Equipment Operation Training (Spanish)**

Freddy has been with Power Line for over 18 years and covers applications and equipment operations.





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## HELPFUL INFO



**POWER LINE INDUSTRIES HEADQUARTERS**



We highly recommend using a travel agent to book your airfare. We use David Commagere, at Country Square Travel (801-566-4402). His service and travel knowledge (30 plus years) is awesome. He saves us hours of "shopping flights." Some of our customers stay an extra day or two and tour Salt Lake City.

Cabelas has a monster store 2 miles from our plant. Gateway Mall, the ski resorts and Temple Square are also incredible places to visit. Spouses are more than welcome for training - or if they choose, there is a huge shopping mall next to the hotel (if they prefer to shop instead of attending training).

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## **BOOTCAMP REVIEW**

### **Designated Hotel:**

Courtyard Marriott  
10701 Holiday Park Dr  
Sandy, UT 84070  
801-571-3600

### **Training Held at:**

Power Line Industries  
14773 Heritage Crest Way  
Riverton, UT 84065  
800-624-8186

## **Overall Goal**

**“Train participants and their company to implement cleaning service program(s) to be as profitable as possible, by providing a higher level of service for your customers with your power washing business . . .”**

### **Training Goals**

1. Equipment Operation, Safety, and Environmental Compliance
2. What services you want to provide – Residential vs. Light Commercial, etc.
3. How to market most effectively your services within your budget
4. Sales Training

### **Trainers:**

Chris - Equipment  
Randy - Equipment  
“Mo” - Web / Marketing Analysis  
Larry - Sealer / Direct Marketing  
Freddy - Spanish Speaking (if needed)  
Lina Alvarez\* - Marketing / Bidding the Job  
Steve Kitts\* - Power Wash Business Best Practices

\* Pending Availability





### Thursday - Arrival

If you have **ANY** questions prior to your journey to Utah, **PLEASE CALL US - 801-545-0777.**

*Stuff to know....*

1. **Make sure that we have the cell phone #s of everyone attending class.**
2. Dress is casual . . . please check the weather here. Winters here are cold!
3. Always confirm your flight before your departure.

### WHAT TO DO ONCE YOU EXIT THE PLANE

- Once you exit the plane, **follow the signs to the Baggage Claim Area.**



- Upon arrival at baggage claim area, **look for the baggage carousel with your flight number and pickup any bags you may have checked in.**
- Exit out the doors opposite of the carousels.
- Follow the signs to the **UBER waiting area or Rental Car Agency.**



**WELCOME TO UTAH!**  
**WE ARE GLAD YOU ARE HERE!**



### FRIDAY

**NOTE:** Eat breakfast at hotel.

7:30am	Meet with Larry and Staff
7:30-8:30am	Arrive at Power Wash/Power Line Headquarters for Meet and Greet Fill out operation/marketing questionair
8:30-11:30am	Brief walk around Equipment Division and Detergent Plant Equipment Operational / Service / Accessories Training In Shop with the equipment manufacturing crew.  In class: <ul style="list-style-type: none"><li>• Overview / Marketing</li><li>• Cleaning Goals and Strategy for your area.</li><li>• House Washing Opportunities</li><li>• Light Commercial Opportunities</li><li>• Industrial Market Review</li><li>• Hands On Equipment and Accessories</li><li>• 121 Different Markets to Service and Clean</li><li>• Proven Advertising Strategies for your Power Wash Division</li></ul>
11:30-1:00pm	<b>Lunch (approx. time)</b>
1:00-5:00pm	Keys to Great Customer Relations. <ul style="list-style-type: none"><li>• Professional Presentation Musts</li><li>• Absolutes in Bid Presentation (Bidding / Price Outline)</li><li>• Niche Selection (What jobs Pay the Most &amp; Strategy)</li><li>• Environmental Protection Agency / Rules of the Game</li><li>• Your Market Specific Environmental Needs (Area Specific)</li><li>• Overview and Thermo Reactive Sealer Review</li><li>• Question and Answer with the Power Wash Staff</li><li>• Great Add On Services and Follow Up Marketing</li><li>• Internet Evaluation / Area Business Analysis</li><li>• Finish Internet Review / Marketing Review</li></ul>





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## BOOTCAMP SCHEDULE

### SATURDAY

**NOTE:** Eat breakfast at hotel.

7:30am Meet at Power Line

7:30-10:00am Focus on Closing the Sale!

- Your First Contract / The Art of Selling Your Services
- Closing Techniques for Pressure Washing Jobs
- Your Area Business Analysis
- Residential vs. Commercial Sales Techniques
- Detergent Overview
- How To Integrate Window Cleaning & other services in the Close
- Power Wash Industries Question and Answer
- Certificates / Pictures

10:00am - usually finished by 1:00pm We go & power wash a local business / Truck Washing (Rain, Snow or Shine)

- Operate Equipment
- Site Analysis
- Specialty Cleaning Applications



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## TRAINING IN ACTION



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