

**CELEBRATING OUR 17TH 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.02142024



POWER LINE[®] U.S.A.

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 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 afternoon - we generally meet for dinner for a meet and greet at 5:30pm at Legends Sports Grill next to the hotel and arranging departure on Saturday. 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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14773 Heritage Crest Way • Riverton, UT 84065



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MEET THE TEAM

Steve & Tina Kitts / TASK Business Services

With over 40 years of combined work experience in the sporting event world of corporate America, in 2006 we discussed pursuing a totally new direction. We researched and analyzed possible different directions and then made the decision to go into the pressure washing industry. After further research and review we knew that Power Line Industries is where we wanted to purchase our unit. In 2007 TASK Pressure Washing was started in Utah.

Our first customers were not only residential homes but included restaurants, sporting goods stores, garages, high schools, and supermarkets.

In 2009 we moved to Dallas, Texas where TASK grew year after year. We started with ATT Stadium, home of the Cowboys. We were awarded the contract for the City of Dallas which included city streets, garages, and parks. Also included were contracts for DFW Airport, commercial buildings, hotels, and restaurants. With our passion and desire to grow nothing was Impossible!

With the State-of-the-Art equipment we purchased from Power Line Industries, we were able to provide professional services, build long term relationships and earn the reputation of integrity, attention to detail and dependability.

Our original unit purchased in 2007 still goes out daily and is running strong, which is evidence of the quality of a Power Line unit.

We are excited to share our knowledge during the Power Line Boot Camp training that is offered to everyone interested in this line of work. We look forward to meeting you soon!

Steve brings **FOCUS & GOAL SETTING** to our training course with a **GREAT WINNING ATTITUDE!**



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

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



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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**



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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:

Steve & Tina Kitts - Power Wash Business Best Practices
Chris - Equipment
Randy - Equipment*
“Mo” - Web / Marketing Analysis
Larry - Sealer / Direct Marketing

*Pending Availability



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BOOTCAMP REVIEW

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!



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BOOTCAMP SCHEDULE

7:30am **Meet with Larry and Steve @ Power Line Headquarters**

7:30-8:30am **Meet and Greet**
Fill out operation/marketing questionnaire

8:30-11:30am* **Safety Training**
Equipment Operational / Service / Accessories Training with the equipment manufacturing crew.

*Outdoor Training
Adjusts for Weather

In class:

- Overview / Marketing
- Cleaning Goals and Strategy for your area.
- House Washing Opportunities
- Light Commercial Opportunities
- Industrial Market Review
- Proven Advertising Strategies for your Power Wash Division
- Hands On Equipment and Accessories

11:30-1:00pm **Lunch (approx. time - usually catered)**

1:00-5:00pm* **Keys to Great Customer Relations**

*Outdoor Training
Adjusts for Weather

- Professional Presentation Musts
- Absolutes in Bid Presentation (Bidding / Price Outline)
- Niche Selection (What jobs Pay the Most & Strategy)
- Environmental Protection Agency / Rules of the Game
- Thermo Reactive Sealer Review
- Great Add On Services and Follow Up Marketing
- Internet Review / Marketing Review

Focus on Closing the Sale!

- Closing Techniques for Pressure Washing Jobs
- Residential vs. Commercial Sales Techniques
- Detergent Overview
- How To Integrate Window Cleaning & other services in the Close
- Certificates / Pictures
- Question and Answer with the Power Wash Staff at End of Class

5:30pm **Dinner at Legends Sports Grill**



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