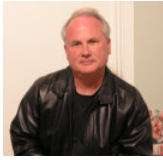


Case Studies in Success

Increased annual sales from under half a million to \$1.5 million in two years



Larry Rogers
Parrot Bay Pools
Little Rock AR
(501) 664-6861



Prior to attending the Millionaire Pool Builder Program in July of 2003, Parrot Bay Pools sold and installed only fiberglass pools. The owner, Larry Rogers, knew that he was at a crossroads. Little Rock is a predominantly price-driven, vinyl pool market. The significantly higher price of fiberglass over vinyl pools seemed to be a major obstacle to his growth and he needed a solution. He felt that he was getting all of the value he could from the manufacturers' sales and marketing tools and still needed more.

He hesitated a long time before making the commitment to the Millionaire Pool Builder Program but he was there on the first day of class. The program changed his business for the better immediately. He went from a price-driven approach to selling his pools to a value-added design based approach, even though (as a fiberglass dealer) he had a limited number of pool shapes and sizes to offer. As he added more elements to his designs, his bids got higher and so did both his margins and his close rate! In November, inspired by the contacts he made with concrete builders in the program, he sold his first concrete pool and, by the end of 2003 had sold two.

In December, he replaced his three-year-old Flash website (which cost him over \$5,000 to get built) with one of ACT's standard HTML web sites (for less than \$2,000) using lead capture forms and plenty of search-engine visible keywords in the content. The look and feel of the site was retained and several customers even complimented him on the appearance of the revised site. The major difference was, the lead capture! Within the first week, he received more local contacts than he had previously received since his site first went up. Since then, the number of local contacts with phone numbers has risen to over one hundred per month, far more than he could ever use by himself.

Fortunately, the sales tools and the process Larry learned to use in the Millionaire Pool Builder Program are a great pool sales training and management system, as well. He learned that one of his construction workers, Ian, had some car sales experience so he recruited him to sell pools. Within the first month, Ian had sold four pools for a combined total of over \$200,000. This is business Larry would never have seen had he not put the tools and program to work.

Larry is a prime example of what the Millionaire Pool Builder Program has to offer and he has used the program and tools to the max! His company has completely transformed from a small seasonal fiberglass pool installer to a thriving company with a powerfully effective website, two outside salespeople, a fiberglass pool installation crew and a concrete pool construction crew. He **DOUBLED** his sales in 2003 after attending the July class and has more than **DOUBLED** his 2003 sales already this year. He is now working extensively with his construction crews to streamline the building process.

For more information, call (888) 883-9979

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Case Studies in Success

Increased annual sales from less than a million to \$3.5 million in two years



John, with his partner Goldie, founded Atlantis Pools twenty-three years ago after working in the field learning to service and build quality pools. They have been very successful building their image as a quality gunite builder in a largely vinyl pool market. Before attending the Millionaire Pool Builder Program in February of 2003, John's sales had climbed to nearly a million dollars per year and they had garnered several NSPI International Awards for their work. The company was beautifully positioned to take advantage of the tools and process John learned to use in the Millionaire Pool Builder Program.

John went right to work with the tools and skills. He added ACT's Yardscape Design Guide form and autoresponder service to the web site he had built earlier and they immediately saw a steady flow of leads begin to come in. By using the selling tools and the process he was shown very effectively, John was able to save time and increase his close rate.

By the end of the first quarter after attending the program, he had matched his entire previous years sales. Atlantis Pools became so successful they attracted an investor that allowed them to purchase heavy equipment and move to a high-visibility location. This, in turn, increased their ability to build pools and keep up with the growing sales. He ended 2003 with TWICE his 2002 sales and in a much better position to grow.

By May of 2004, John needed to hire a salesperson to deal with the growing number of referrals and internet leads. They were extremely fortunate to find Dennis who, though lacking in pool construction knowledge, has awesome design skills and solid sales experience. Within two months, Dennis was running the majority of the leads and had sold seven pools for nearly a half a million dollars in addition to John's steady flow of sales.

Using their increased cash flow and a small bank loan, John and Goldie, have since been able to buy out their investor and are back in their original equity positions. The business is much larger with 2004 revenues on track to DOUBLE their 2003 revenues. Being in control of sales has eliminated most of the "seasonality" of their business. They can now afford to invest in training workers who will stay year-round. This increases referrals and lowers costs, both of which add directly to the net profit.

As an added bonus, both John and Goldie have started taking vacations after many years of being "too busy" to take time off. Having plenty of sales on the board, money in the bank and four crews that feel secure about their jobs has given them a new peace-of-mind that allows them to really relax, occasionally.

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Case Studies in Success

Increased annual sales from under \$2 million to over \$3.5 million in one year

David Akins

Ocean Quest Pools by Lew Akins

Belton TX

(254) 933-8370

David, a February 2003 Millionaire Pool Builder Program graduate, more than DOUBLED his sales, from 31 to 64 pools in 2003 and he was able to free his dad, Lew, to oversee the construction and move-in on a new retail storefront building for their business in Belton TX. Their new storefront with a high visibility location and a display puts them in a whole new league of builders.

In March 2004, they added Ronnie Potts, a February 2004 Millionaire Pool Builder Program Graduate, to the team. He is currently having the best sales year in his life. Based on the early results and the new location, 2004 should be a banner year for all of them.

Geoff Mobbs

B&B Pool and Spa Center

Chestnut Ridge NY

(845) 356-0778

Geoff is the consummate professional pool salesman. He studied Landscape Architecture at the College of Environmental Science and Forestry and has over fifteen years experience designing high-end projects in the Northern New Jersey area. He joined B&B Pools in early 2003 and they put him through the Millionaire Pool Builder Program in mid-November of 2003, with \$1.7 million in sales at that point. Upon graduation from the training, he returned to New York and sold almost an additional \$1 million by January 5th of 2004. This is during snowstorms and a season that most pool people “write-off” as a bad time to sell pools.

Speaking with Geoff after his stellar run, he says it was the psychology of First Call Closing that made a difference. Once he understood the psychological mechanisms at work during the pool sale, he saw why and how he had to obtain a commitment once they got his design and price.

As of May 2004, Geoff has exceeded his 2003 sales level and is on his way toward DOUBLING his sales for the year.

Where are your sales now?

Half a million... one million... two million per year?

Would you like to double that?

If so, we have a proven system for you... why are you waiting?

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