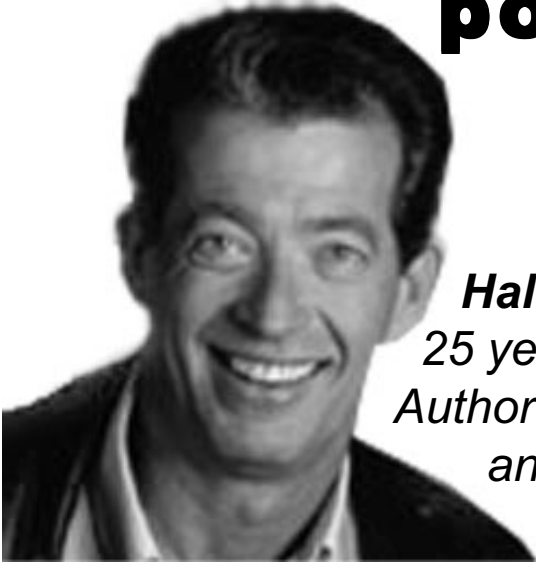


If you sell and build just 25 pools per year, then



Hal Slater

25 year pool industry veteran

*Author of **Secrets of High Ticket Selling**
and **Gentle Art of First Call Closing***

"If you build swimming pools, make it a point to attend this training. I took it because I have read Hal's articles for years, I have his book and I saw him live. When it comes to the selling skills, Hal's energy absolutely fills the room as he shares his amazing psychological insights."

Nationally known **Lew Akins**, Belton TX

**I'll show you how you can
DOUBLE YOUR NET INCOME
with only 5 more sales!**

**And... I will even help
you get the sales.**

Of course, this works if you sell more, too.

**Gold Medal Pool Builders Program
July 15-16, 2006 • San Diego CA**

For more information: **(888) 883-9979**
hal@halslater.com
www.halslater.com



Here are just some of the builders who have used this information to **DOUBLE** or even **TRIPLE** their income.



David Akins of Ocean Quest Pools by Lew Akins, Belton TX

David's father has taught him well. His pools average in excess of \$100,000 and he is quite proficient at design. In the year before attending the program he sold 31 pools; within the first seven months of the program, he exceeded his goal of 50 pools for the year with a total of 64 high-end pools sold!

John Oliver, Atlantis Pools and Spas, Tulsa OK

John's sales the year before the program were slightly less than one million, in the first eight months after the program, he logged \$1.6 million. In the two years since the program he has driven his company's sales to over \$4 million.



Geoff Mobbs, B&B Pools and Spas, Chestnut Ridge NY

Geoff started the program in mid-November of 2003, with \$1.7 million in sales for the year. Upon returning to New York, he sold 8 pools for nearly \$750,000 by January 5th of 2004. This is during snowstorms and a season that most pool builders "write off" as a bad time to sell pools.

Robert Moore, Jr., Moorescapes, Corona CA

With less than four months of experience selling pools before taking the program, Robert is our "greenest" graduate. He sold two pools prior to the class and, in the first six months afterwards, he sold eleven. Since learning to sell pools, he has taken over most customer relations functions for his company, allowing his father to prepare to retire from the family business.



Ted Puryear, Spokane WA

"Besides almost doubling the amount of pool sales I have done in the past and having about a 15% increase in purchase price, I am selling pools in the middle of winter with 4"-10" of snow covering the ground. I had previously sold only one pool in the past (14 years) in the winter and have already signed four contracts for this spring, not to mention that I am working with six other clients at this time! I have just sold my first negative edge pool and have another one that's coming together as I write you."

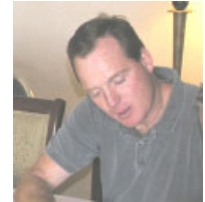
Bruce Thrasher, Lifestyle Pools, Houston TX

In the two years since graduating, Bruce's revenues are up over 350%. He did this by mastering the selling system he learned in the program and using his knowledge and materials to hire and train a salesman. This has given him more time to work on his business and it is making a difference.



Doug Taylor, A Cutting Edge Pools, Boise ID

Before the program, Doug owned a number of businesses in the Boise area to stay productive year-round. In the first six weeks after implementing what he learned in the program Doug sold seven pools, averaging over \$50,000 each. He has since sold all of his other businesses and now focuses exclusively on building pools.



Frank Ferrari, Aquascape Pool Design, Amherst MA

Frank is a 37-year veteran of the pool industry who sold the pool construction business he had built and founded a brand new pool company, Aquascape Pool Design, at the end of 2003. In each of his first two years after attending the program in February 2004, he has sold over 60 pools averaging over \$80,000 each.

Larry Rogers, Parrot Bay Pools, Little Rock AR

"I attended the Program and as a direct result, I am experiencing my second year of triple digit growth. It is both exhilarating and challenging but the increased earnings and sense of possibility make it all worthwhile for me.

Hal has transformed not only my entire business but also the lives of everyone in my business. We have hired many more people who are making more money than they ever have made before. In a single season, we have raised the standard of swimming pool building for our entire community, changing it from a price-driven market to a quality-driven market and, in the process, have designed and built some of the nicest pools in the country."



Jim Sardelli, Premier Pools, Troy MI

After returning from class, his first customer suggested that his budget was \$80,000, Jim, following what he had just learned in class, designed the client's *Yard of His Dreams* for \$120,000, making sure the client understood every option that could be deleted. After a very long pause, the client bought, saying... *"What the heck, let's just do the whole thing."* Jim almost fell out of his chair. He did not expect that and he had to say, if he hadn't asked, he wouldn't have got it. Upon return to his office, Jim received a call from the client wanting to add \$3,400 more deck. The program had returned over twice its cost, in increased profit, in less than a week.

Guy Wood, Westside Pools, Ft. Worth TX

"I have increased my revenue considerably while not increasing the number of projects very much, however, I have made some pretty major staff changes in the last year which has resulted in an increase in productivity and company morale.

"I have never been good with this in the past but after seeing how little changes can make a big difference, I have become more comfortable making tough decisions that I believe make good sense."



For an insight as to how you can experience such incredible growth, use our online **Key Metrics Calculator** that can show you what your possibilities are, based upon *your* previous performance.

www.halslater.com/keymetrics

Special Summer Program

...this program has been condensed to save time

Last Chance

...to increase your NET profit by **at least 50% in 2006!**

We know that this is swimming pool season and you are extremely busy, too busy, you may feel, to attend any seminars. Actually, this is the best time to attend this program! I will show you how to increase your close rate, sales volume and raise your margins... all while cutting the time it takes to sell a pool in half. You will return from this short weekend with literally dozens of new skills and strategies for streamlining processes to grow your business quickly and your profits even faster.

Saturday

8:45 am – 10: 15 am *Key Metrics, Tracking and Cost Control Systems* Learn the five key business measurements that you must track and manage to assure growth on the most important measurement of all, net profit. See real life examples of how as little as a 3% increase in key metrics can result in a 50% increase in net profit.

10:30 am – 12:00 pm *More Leads and a Higher Close Rate* You will learn the science of marketing for higher-quality leads and three strategies for getting more, better leads at a lower cost. We will also show you five ways to build a presentation that will get you more sales at a premium price.

1:00 pm – 2:30 pm *Higher Sales and Margins - Lower Overhead* In this session we offer four ways to increase your average contract amount and three ways to raise your profit margin. We'll also show you two ways to reduce your overhead so that you net more as well as sell more.

2:45 pm – 4:15 pm *Principles of High Ticket Selling* Next you will learn the six psychological principles that most influence a person making a high ticket purchase. This knowledge will allow you to more quickly and comfortably negotiate the "mine field" of doubts and worries buyers have when spending tens of thousands of dollars at once.

4:30 pm – 6:00 pm *Patterns in High Ticket Selling* Using the six principles described earlier, twenty-one persuasion patterns are presented and explained using humor, demonstrations and discussion to familiarize students with nonverbal and subconscious communication processes they are unknowingly using. This awareness develops consistency, precision and creativity in using best practices without demanding wholesale changes in the student's selling style.

Sunday

8:45 am – 10:15 am *Building and Maintaining a First Class Portfolio* Using a digital camera and desktop printer, you can be less than an hour from taking a photo of a great pool to having a crisp, enticing enlargement in your album to show, including drive time! Here you will learn the sources and specifics of assembling a complete, low-cost system to build, manage and maintain a first class presentation album.

10:30 am – 12:00 pm *Designing Yards for People* You will learn the key elements of designing a compelling, affordable and build-able pool and yard with attention to ergonomics, hydraulics, structure and drainage. These are the insights that gives your proposal more professionalism and “bang for the buck” than the competitors’ designs.

1:00 pm - 2:30 pm *Drawing System with Pool Studio* Using the Pool Studio software you will learn a complete systematic approach for gathering higher quality information on the initial appointment that you can more quickly convert to a beautiful and lifelike interactive 3D presentation. Hand drawing can also be covered if there are students who would prefer it.

2:45 pm – 4:30 pm *Pool Studio Drawing, Part Two* Quickly recreating the house, yard and pool from the information you gather on your first visit permits you to “flesh out” your design more which makes your presentation even more compelling and increases your projects’ perceived value.

*“If you don’t have the time to do it right...
...where will you get the time to do it over?”*

After attending this program, you will have new, more powerful skills to:

- Generate your leads through low-cost means such as the internet, highly targeted marketing and, mainly, referrals.
- Listen to your customers in a new way to *gain an edge* with compelling, professional designs.
- Quickly and accurately price your bids to return and close sales while your buyers are *hot*.
- Use high quality selling tools like your portfolio and drawing skills to hold your price and avoid discounting to make sales.
- Manage your jobs effectively to control costs and finish in a timely manner.

Don’t put this off because you are too busy. This is exactly the information you need to gain control of your time! Put it to use while you most need it and these ideas and strategies will become the habits that are the building blocks of a happy and prosperous future.

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Gold Medal Pool Builders

Two-Day Intensive Program

San Diego, CA

Saturday & Sunday • July 15-16, 2006

Start Time: 8:30 AM

Information:

Location: To Be Arranged

We have many great hotels
here in San Diego

What to Bring:
Laptop with Pool Studio,
1/8" Scale, Pen, Pencil

*If you are not currently using Pool Studio, go to
structurestudios.com to verify your laptop's capability
and install the free demo or purchase a copy.*

Map to be provided

San Diego Weather History

Summary

	Temp. (°F)	Relative Humidity (Percentage)		Extreme Temp. (Days Per Month)		Rain (Inches)	Cloudiness (Days Per Month)		
	Average	A.M.	P.M.	Below 32°	Above 90°	Average	Clear	Partly Cloudy	Cloudy
July	71.0	82%	67%	0	N/A	0.0	13	13	5

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Act Today. Class space and rooms are very limited.

Tuition (includes Workbook)...	\$ 1,500.00
Additional attendees from same company	1,000.00
Deposit (per person)	750.00
Balance due on first day of class	500.00/250.00

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