

**Paul Montelongo**  
*"America's Construction Industry Motivator"*  
**Author/Speaker/Business Coach**



Dear Meeting Planner,

Thank you for requesting information about my speaking, training and workshop services. In this folder, you will find many resources to help you make your meeting a success.

Please notice that each program is designed specifically to be an interactive learning experience for your participants. In all of the programs, your attendees will be challenged to stretch and think beyond their standard ways of thinking.

For 25 years, I have been speaking in public events with groups of all sizes. It is this extensive experience that I will bring to your meeting in order to connect at a personal level with each participant.

My goal is to help you make your meeting a lively, memorable event for all in attendance. As you consider the information in this package, please know that I have the ability to customize the programs to specifically fit your audience needs and desired outcomes.

It is common for me to conduct pre-conference interviews with an assortment of conference attendees. This may include, but is not limited to, the meeting planner, executive officers of the association, conference leaders, board members and the average conference participant. By doing this, I become more familiar with the overall personality of the attendees and can address specific issues, challenges and needs of your conference participants.

As you have questions along the way, just call and we will discuss them. I look forward to working with you to ensure a successful meeting.

Sincerely,

Take great care,

A handwritten signature in blue ink, appearing to read 'Paul' followed by a stylized surname.

Paul Montelongo, CGR

# Most Requested Programs

## Program Titles:

Several titles have been proposed. See the following pages. Each title has a description and the benefit bullet points for the program. I will conduct a pre-conference interview with the meeting planner and several key attendees to the program. Each session will be tailored to meet the needs of your audience.

## Nature of my business experience:

- A. Contractor and construction company owner for 26 years in South Texas specializing in custom pre-sold homes, design/build remodeling, insurance renovation and real estate development.
- B. Owner and creator of ContractorofChoice.com. ContractorOfChoice.com is a website resource for contractors and construction industry professionals. We produce and deliver books, audio series, seminars, Teleseminars, career coaching and timely articles for the industry.
- C. Director of BuilderChannel.TV and RemodelerChannel.Tv. These are internet based learning sites with streaming video educational programs for the construction industry entrepreneur.

## Speaking Experience:

My programs are lively and interactive. I believe that adults learn best when they are entertained and involved and given information of high value. I deliver keynote addresses and conduct seminars and workshops on the average of five times a month. I am working toward my CSP (Certified Speaking Professional) designation from the National Speakers Association. This is a six-year plan in which I will speak a minimum of 50 times each year. I have been a professional speaker for about four years with a total of 21 years of public speaking experience before that.

## Miscellaneous:

All program titles can be tweaked to fit your conference theme and content. All programs are customized to fit your attendee's business experience. I will furnish master sets of the program for handout material for your audience. All programs are original and the result of my 26 years of business and professional experience and extensive research in the areas of personal and professional development.

# Harness the Power of *YOU*:

## Description:

Discover the three primary contributing factors for your long-term success in this entertaining and inspirational session. Take an introspective look at your plan for personal and professional success. Learn how to create unstoppable momentum in your life with your self-communication and interpersonal communication. This keynote address is packed with personal stories, anecdotes and knee-slapping humor to create a magical memory for participants who attend.



**This session is lively, fast-paced, interactive and non-threatening. Participants are GUARANTEED to laugh uncontrollably and may even cry during this program, but they are always refreshed and energized.**

- The secrets to understanding another person's reality and why this is important to you.
- How to connect with people at a deep level to develop trust and confidence.
- The real truth about the 40,000 thoughts we have every day.
- How to condition yourself and others for success and influence every day.
- The power of a focused vision - how you can have it and why most people don't.
- How to become unstoppable with your purpose driven dreams and aspirations.

## Who should attend?

This program is designed for anyone attending your conference.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and images to enhance audience enthusiasm.
- One-page handout furnished for participants. This program is experiential and note taking is not recommended.
- A special web-page can be designed for your participants to review the information and ask follow-up questions pertinent their specific situations.

# Thinking Outside the Sale

## Description:

Avoid the #1 mistake your competition is making and get back to the basics of selling with this dynamically interactive program. Explode your sales to new heights by thinking beyond conventional strategies. Novice, intermediate and experienced sales professionals will discover how to establish unbreakable trust with prospective clients to overcome that age-old gut wrenching objection, "Your price is too high".

## Participants will discover the following:

- How to create instant credibility and trust with your prospect
- How to eliminate price competition and compete on value instead
- How to avoid the #1 mistake your competition is making
- How to determine the way your prospect wants you to sell to them
- The most powerful question in the entire sales process. (Ask this question and your prospect will tell you exactly how to sell them)
- How to overcome that age-old, gut wrenching objection, "*Your price is too high.*"
- The crescendo moment to "*Upsell*" your client every time
- ....And Much Much More

## Who should attend?

This program is designed for Builders, Custom Builders, Trade Contractors, Remodeling Contractors and Vendors to the building industry. Any level of sales experience is welcome and will benefit from these time-proven strategies. If you prospect for leads, represent your company as a sales consultant or make sales calls, you will benefit from these concepts and "real-world" examples.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and cartoon images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.
- A special web-page can be designed for the participants to review the information and ask follow-up questions pertinent their specific situations.

# Leadership Strategies for Profit-Minded Contractors

## Description:

Learn the critical skills for leading your company to a profitable and purposeful future. Leadership in the construction industry is essential for long-term growth. Maximize your leadership influence to develop leaders in your organization is a set of specific strategies that you can implement.

## Participants will discover the following:

- The definition of genuine, impact oriented leadership.
- The common characteristics of dynamic leaders.
- How to create a compelling future for your company team.
- How to avoid the ten mistakes that stifle leadership.
- How to exercise effective influence and persuasion in your leadership role.
- What your team needs from you to grow your business and increase profits.
- The two primary areas in which your leadership affects your business.
- How to groom people in your organization to assume leadership roles.
- How to take calculated risks as an effective leader.
- ...And Much Much More

## Who should attend?

This program is designed for Builders, Custom Builders, Trade Contractors, Remodeling Contractors and Vendors to the building industry. Entrepreneurs, business owners and senior level management will especially benefit from this leadership program. Project leaders, department leaders and company directors should attend this program to enhance their leadership skills.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and cartoon images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.
- A special web-page can be designed for the participants to review the information and ask follow-up questions pertinent their specific situations.

# How to Retain Quality Trade Contractors and Employees

## Description:

Discover strategies and concepts to increase trade contractor and employee retention. The top five secrets for you to become the "employer of choice" will be revealed. Instantly motivate your team to perform above and beyond the call of duty. This program includes an assessment quiz that each participant will complete in order to examine their individual results with their employees.

## Participants will discover the following:

- What employees really want from their employers.
- The top seven places to find loyal, long-term, first class employees.
- The top five secrets for becoming a great employer.
- How to create a reputation for becoming the "employer of choice".
- How to attract the best trade contractor and employee talent to your company.
- Five ways to motivate any trade contractor to perform at their optimal level.
- 10 strategies to inspire and encourage your employees to exceed their job description.
- The real motivating factors for employees to remain with your company.
- .....And more

## Who should attend?

This program is designed for Builders, Custom Builders and Remodeling Contractors who employ staff personnel and trade contractors. Project managers, human resource directors and office managers will also discover proven strategies to make them more effective in their roles.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and cartoon images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants and employer survey is furnished in the hand-out.
- A special web-page can be designed for the participants to review the information and ask follow-up questions pertinent their specific situations.

# **Project Management for the Successful Builder**

## **Description:**

Take an intense look at a proven strategic system for managing multiple projects in a profitable manner. This program includes real life examples of how to manage a project from start to finish to stay on time and on budget. Learn how to eliminate project delays before you ever start your job. You can earn more profits by discovering how to have a tiny punch list to close out your project.

## **Participants will discover the following:**

- How to eliminate project delays before you even start your job.
- How to get your trade contractors involved in the project success.
- How to put your customer's mind at ease and build their confidence from day one.
- How to have a tiny punch list and close out the project on time.
- How to sell change orders that earn you more profit on your projects.
- How to successfully operate more projects running simultaneously.

## **Who should attend?**

Builders, Custom Builders, Remodeling Contractors and Trade Contractors who want to run multiple projects smoothly and profitably. Project managers, lead carpenters and field superintendents will benefit greatly from this systematic look at project management.

## **Miscellaneous:**

- Power point presentation with photos, bullet point graphics and images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants and project management forms that may be reproduced by the participants.
- A special web-page can be designed for the participants to review the information and ask follow-up questions pertinent their specific situations.

# Mega-Marketing on a “Boot-Strap” Budget

## Description:

Discover clever, effective strategies for promoting your business on a “boot strap” budget. Get “Mega-Results” by increasing your sales, and your bottom line with these “low-cost” and “no-cost” strategies. You can initiate these proven strategies within one week after this class. 95% of all of your promotion and marketing strategies can be implemented for less than five hundred dollars.

## Participants will discover the following:

- The importance of an on-going promotional plan.
- At least a dozen “low-cost” or “no-cost” proven strategies to promote your construction business to the mass public.
- The secret to driving your marketing plan deep into your industry niche.
- How to immediately implement the single most effective marketing strategy on the planet.
- Visual examples of the strategies taught in this session.
- The number ONE most effective strategy that won’t cost you a penny to implement.

## Special Note:

You may have this program designed to include electronic marketing strategies. E-Marketing strategies may include websites, electronic newsletters, keyword strategies and search engine placement. There are three levels of websites for contractors. This program can help your audience to determine which level is most appropriate for them and what the cost of these levels includes. Our ongoing surveys indicate that only about 40% of contractors have an actively visible website and that less than 5% have a website that increases leads and improves sales. You must request this component for me to include this in the Mega-Marketing on a Bootstrap Budget Program.

## Who should attend?

Builders, Custom Builders, Professional Remodeling Contractors, Trade Contractors and Industry vendors who want to make an immediate impact in the marketplace. You don’t need to be a marketing genius to implement these strategies. Any entrepreneur who wants to maximize their marketing dollar should attend this custom tailored program.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.
- A special web-page can be designed for the participants to review the information and ask follow-up questions pertinent their specific situations.

# How to be a Big Sales Magnet to Builders

## Description:

Our nationwide survey asked builders a simple, yet poignant question...."What does a vendor have to do to get your business and what must they do to keep your business?" Results of this nationwide survey with builders and remodeling contractors will be disclosed in this session. Builders and contractors want to be sold in specific ways. Every trade contractor and vendor needs to know these ways to maximize their selling success to builders. What do you think is the number ONE way to get a builder to give you their business? You will be surprised at the answer.

## Participants will discover the following:

- The secrets to selling to builders and remodeling contractors.
- The three deadly sins to avoid if you want to be the "vendor of choice" among builders.
- How to keep a builder's business for many decades.
- What is most important to a builder? "Best Price"? "Great Service"? "Product Availability?" The answer will surprise and awaken you.
- How to get builders to include your product or service into their project budgets.
- The astonishing results of the Builder/Vendor Survey...and what it means to you.

## Who should attend?

This program is specifically designed for trade contractors and vendors who sell their products and services to builders. This session would be an excellent breakout session for all of the vendors displaying their products in your conference trade show. It could be used as a bonus session to entice vendors to invest in booth space.

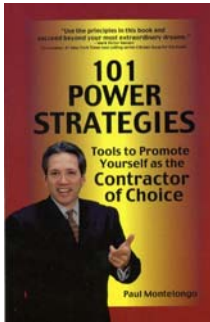
## Miscellaneous:

- Power point presentation with photos, bullet point graphics and images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.
- One copy of the 20 - page survey provided to each participant at no additional charge to the participant. (Association will need to make copies for the participants.)
- A special web-page can be designed for the participants to review the information and ask follow-up questions pertinent their specific situations.

# About Paul Montelongo



Paul Montelongo CGR, is a nationally recognized speaker, author, syndicated columnist, and consultant to the construction industry. Paul has built two multi-million dollar construction companies over the last 26 years. His companies have contracted with literally thousands of clients, from Fortune 100 companies to the private investor. Paul's companies have specialized in new home building, design/build remodeling, real estate development and insurance restoration. Paul has earned the prestigious Certified Graduate Remodeler (CGR) designation from the National Association of Home Builders.



Paul is the author of *101 Power Strategies; Tools to Promote Yourself as the Contractor of Choice*. Paul's book is a 144-page guide for contractors to market and promote their business. Paul is a syndicated columnist with his articles appearing in over 25 industry-related magazines in the United States and Canada. Articles have appeared in Design/Build Magazine, Texas Building Trends, Texas Builder, Alabama Construction News, Building Systems Magazine, Houston Builder, World Fence News, Builder/Architect, Hardhat News, Builder Magazine for the NAHB and many other publications. Paul publishes a free bi-monthly electronic newsletter.

Paul is an active member of the following organizations:

- National Association of Home Builders (NAHB)
- National Speakers Association (NSA)
- American Seminar Leaders Association (ASLA)
- NAHB University of Housing Certified Education Instructor
- Greater San Antonio Builders Association (GSABA)
- Greater San Antonio Builders Association Remodeler's Council
- San Antonio Board of Realtors (SABOR) Builder/Realtor Committee
- National Speakers Association Heart of Texas Chapter (NSA-HOT) Mentor Program Chairman
- Greater San Antonio Chamber of Commerce

Paul is an avid golfer and a marathon runner and lives in San Antonio with his wife and two sons.

# Magazine Articles

Dear Meeting Planner,

As an additional resource to generate interest in your meeting and provide added value for your participants, consider publishing my articles in your pre-program literature. These articles are provided for your benefit and I will be happy to adjust them as needed to suit the needs of your attendees. Here is a partial list of the articles that I can furnish for your journal. If you would like additional information on these and other articles, please contact me.

**Blueprint Your Construction Business**

*7 ways to ensure long-term profits and success*

**Be a Sales Magnet**

*5 ways to be instantly irresistible*

**How to Get Free Publicity**

*Top 10 list of low or no-cost marketing*

**Retaining Quality Employees**

*Hire 'em and keep 'em*

**The Contractor's Private Entrance Door**

*How to create customer partnerships*

**How to Handle the Difficult Customer**

*7 ways to convert a challenge into a solution*

**Develop Your Personal Excellence**

*Transform your life and your business*

**Avoiding a Deadbeat Sales Attitude**

*Check your attitude, Increase Your Sales*

**"All Systems Go"**

*Run your business instead of your business running you*

**Why Hurry Up and Wait?**

*Make the bidding process work for you*

**Trade Show Success**

*Make your exhibit work for you*

**Power Networking Strategies**

*5 tips for making contacts that work*

**Thinking Outside The Sale**

*"You may not be having enough fun."*

**The E's and R's of Creating a Promotional Plan**

*Plan your business and make more money*

# Fee Schedule

**Daily Fee**

Contact Paul for investment schedule for keynotes, workshops and concurrent sessions. All fees include curriculum creation and development, handout creation, power point presentation development and delivery of the session (in most states).

Toll Free Number 866-494-1911

**Expenses:**

Usual and reasonable travel expenses, billed following the completion of the engagement and payable 10 days from receipt of invoice.

**Terms:**

50% deposit to secure the date, payable on booking the program. The balance is due on-site prior to the start of the program.

**Agreement:**

A written agreement for you to endorse will be furnished specifying the program, fee, expenses and miscellaneous items. A Sample agreement has been provided in this package.

**Other:**

To maximize your investment, consider multiple programs on the same day. NAHB certification class (CGR, CGB, CGA) delivery fees will vary from the above. A discounted investment shall apply since the curriculum is already developed and handouts have been created by NAHB. Contact Paul about NAHB certification class delivery fees.

**Partnership Program:**

Ask about creative ways to partner with your association to be able to add value for your participants and generate additional income for your association or organization.

**Paul Montelongo**  
*"America's Construction Industry Motivator"*  
**Author/Speaker/Business Coach**



November 1, 2003

Ms. Jane Smith  
National Association of Businesses  
1 Any Street, Suite 100  
Your Town, TX 60606

**Sample Agreement**

RE: NAOB Conference Speaking Agreement

Dear Ms. Smith,

Allow me to take this opportunity to thank you for agreeing to my services for your conference in Your Town, USA. Below, please find some notes to confirm our conversations for the services I intend to furnish for your conference.


1. Program Dates: Tuesday, March 10, 2004. 8:00 am to 11:30 am.  
Wednesday, March 11, 2004. 8:30 am. to 9:30 am.
2. Site: Your Town, Texas. Notify me of the meeting room location prior to conference.
3. Organization: NAOB  
1 Any Street, Suite 100  
Your Town, TX 60606  
Phone 312.123.4567
4. Program Title: Tuesday – “Hiring and Retaining Quality Employees” (90-minute interactive workshop)  
Wednesday – “Harness the Power of YOU” ( 55-minute Keynote address)
5. Room Requirements  
For Workshop: (Based on 200 participants or less) Wireless Lavalier Microphone; LCD projector with projector screen set at a diagonal location in the room; Classroom style tables and chair in a “winged” or “V-shape”; 6’ table with cloth in the front of the room and one at the back of the room; flip chart; water for participants.  
For Keynote: (Based on 250 to 2000 participants) Wireless Lavalier Microphone: LCD projector with projector screen set at a diagonal location to the seating; theater style chair seating only with no tables; Raised stage approximately 12’ X 16’ with a table and cloth on the stage.

# Sample Agreement

6. I will furnish a master set of workbook documents for the workshop and you will reproduce these for the appropriate number of participants. These will be sent to you electronically. Copyrights of the workbook belong to Success Concepts, Inc.
7. You agree that no part of either performance shall be audio or video taped without prior written permission from my company, Success Concepts, Inc.
8. The investment schedule is as follows: \$X,000 for Tuesday's Program and \$X,000 for Wednesday's Program.
9. A 50% initial investment is required upon your endorsement of this agreement. This initial investment enables me to a.) Hold the date specifically for your organization and b.) Apply the investment toward the work in progress of research, interviews and customization of the material for your organization.
10. Cancellation policy: If the program is cancelled by NAOB 30 days or less prior to the program, the initial investment of \$X,000 is a "cancellation investment" and remains with Success Concepts, Inc. If notice of cancellation is given 31 days or more before the engagement, half of the initial investment shall be deemed a "cancellation investment". However, we will be more than happy to apply this investment toward another program scheduled within three months of the cancelled program. (And you should take comfort that Paul Montelongo has NEVER cancelled or failed to appear for an engagement. If in the unlikely even this does happen, your total initial investment will be promptly returned.)
11. **"Last but not Least":** I will do everything in my power to amaze you with a dynamic program that will be inspiring, fun, meaningful and profitable.

I trust this meets your approval. Once you have reviewed this document, please endorse it below and return it to me by fax. 210.494.3882 or mail it to my company, Success Concepts, Inc. 1141 N. Loop 1604 East, Suite 105, PMB 407, San Antonio, Texas 78232.

Sincerely,



Paul Montelongo, CGR  
Success Concepts, Inc.

NAOB Authorization: \_\_\_\_\_

Date: \_\_\_\_\_