

Customer Service

NYS Chimney Sweep Guild

Hands - On Learning Event

The Science & Systems of:

"How To Get More **Chimney Service Customers** Who Will Pay You More **Chimney Maintenance Money More Often**, And Continue **Doing Chimney Service Business With You Longer**"

Northeastern States (NY. ME. MA. NH. VT.) CHIMNEY SWEEP GUILDS' REGIONAL WORKSHOP

Date: Thursday August 30, 2012 and Friday August 31, 2012

Come to Vermont for your family get-away this upcoming early fall.

Enjoy luxury accommodations at wildly discounted rates (**\$135 / day**) available beginning 8/29

Event Venue: Sheraton Burlington Hotel & Conference Center

870 Williston Road - South Burlington, Vermont 05403 t — **802.865.6600** t — **800.325.3535**
(Only 15 minutes from Burlington International Airport)

Mention: New England Chimney Supply Science & Systems Seminar

EVENT VALUE

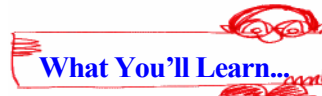
\$597

Online bookings: <https://www.starwoodmeeting.com/Book/NECS>

Offline: 800.325.3535

Overnight Guestrooms: Group rate available until August 6, 2012. **Subject to Availability.**

Workshop Registration 888.900.8106 to register for our tax deductible two day event!



How to Achieve Unusual Customer Service Using Simplified, Effective and Affordable Direct Mail Done Correctly That Is Piggy-backed with Compelling Direct Response Marketing!

Workshop Registration Fee includes

1. Seminar Workbook, Forms and Templates.
2. All but 1 meal for the 2 day event (2 breakfasts, 2 lunches, 1 dinner- 5 meals in all / registration)
3. FRIDAY events at our manufacturing facility (Selected Vendors & Entertainment will be on site)
4. Tech Support Question & Answer Panel (Round Robin)
5. A gala ending celebration Friday evening at a Triple A Baseball Game (visiting team players staying at our host hotel) with a ball park section reserved for us at the game including a pre-game (onsite) ball park BBQ.
6. An appearance of "Champ" our Lake Champlain Monster Mascot.
7. **Special bonus inclusion****

An onsite only 1 yr. renewal to your state guild membership (fee up to \$99 **or**

An onsite only 1 yr. new membership to your state guild (fee up to \$99)

PLUS A book of(3) 25% OFF* of in-house manufactured products from NECS

Per main registrant excluding Additional Attendees

(*Total value of 25% OFF can not exceed 40% off of current catalog pricing)

(*Limit of one coupon from book per order. Expires 12/31/12)

Attendee must be physically registered for the workshop and in attendance through the entire 2 day event and your renewal or new membership must be activated by your guild of choice at the workshop event. **Questions? CALL

888.900.8106 or eMail

mjs@nesbestflex.com

Meet Mike Simard

Chief Marketing Director & Sales Coordinator / Coach

New England Chimney Supply

**"The Sweep's Place For
Risk-Free Profits AND Business Prosperity"**

If you are going to give your time and/or money to a
"SALES / MARKETING COACH"
should you not ask 2 big questions?

- 1) "What experience do you have in DIRECT Sales /
Direct Response Marketing?"

And if you have personally experienced those industries:

- 2) How Did You Do?" It's an unfortunate fact

in these industries that there seems to be an
over abundance of armchair experts, all kinds
and sorts of theory and academia but we seem to
be short on practical, live, **direct sales / direct
response marketing experience.**

Of course it stands to reason that you should be looking
to hook up with someone that's been there and done that
- someone who has excelled at coming up through the
ranks of direct sales and is experienced at training /
coaching teams of direct sales professionals, while
applying that background to today's direct response
marketing science.


Such a hook up will have you much happier with your
resource investments!



GOLDEN JUBILEE 50 ELECTROLUX

A CONSOLIDATED FOODS COMPANY • RESPONSIVE TO CONSUMER NEEDS • 2777 SUMMER STREET • STAMFORD, CONNECTICUT 06405 • TELEPHONE: (800) 359-3600

"We are pleased to announce your award of an American Motors Gremlin Automobile.
It has been shipped to your local dealer...
Manpower pays off in many ways ...Congratulations on an extra-ordinary
recruiting achievement!" — John Zauner



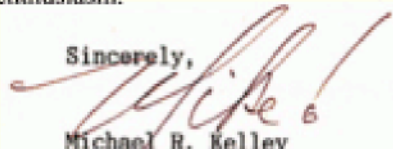
CHAMPLAIN COLLEGE

Founded in 1878
Burlington, VT 01402-0670
(802) 611-8800

Mike:

What can I say? Your presentation to my two Sales and Sales Management classes last week went over tremendous!!! The response from the students has been positive and my feeling is that you presented in a little over an hour what I have been trying to get across for the past eleven weeks! My most sincere thanks, Mike.

Again, I appreciate your support and enthusiasm.

Sincerely,

Michael R. Kelley
Communications and Public Relations
Program Director

LIMITED TIME SAVINGS Opportunity SAVE \$50 THROUGH JULY 4TH

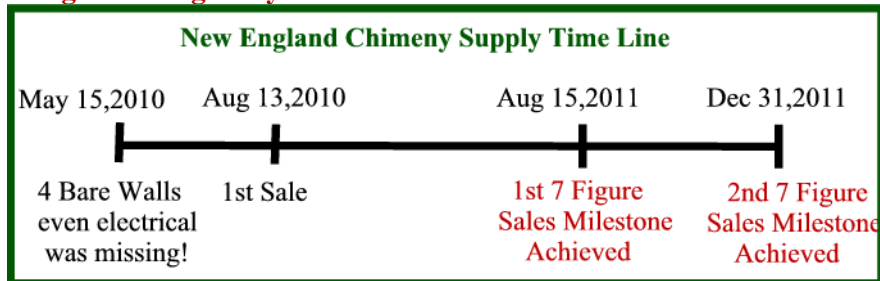
USE CODE **FREEDOM**

Sign up now to attend the 2012 sales & customer service event of the year! ...

NECS is one of the - if not “the” - fastest growing Chimney Supply Manufacturers in the industry!

From a challenging 4 bare walls (literally, even electrical wires were missing) our retrofit start up headed by John Parot, **began** at the beginning of **May of 2010**.

We made our **1st sale August 13 of 2010** and by **August 15th 2011** we achieved our **1st 7 figure sales goal**, then hitting our **2nd 7 figure sales goal by December 31st 2011!!**



New England Chimney Supply in concert with the Northeast States Chimney Sweeps Guilds (MA, ME, NH, NY, VT,) have all teamed up to deliver the hands-on interactive seminar event of the year!

The Science & Systems of "How-To Get More Chimney Service Customers Who Will Pay You More Chimney Maintenance Money More Often, And Will Continue Doing Chimney Service Business With You Longer"

Unlock sales in your LOCAL COMMUNITIES to get more cash coming into your net profits by learning:

**How to Achieve Unusual Customer Service
Using Simplified, Effective, Affordable and Correctly Done Direct Mail
That Is Piggy-backed with Compelling Direct Response Flex Marketing!**

“This is exactly how we are building our business—adapted from my direct sales experiences in selling and marketing in local cities & rural towns!”

— Mike Simard

Chief Marketing Director & Sales Coordinator
New England Chimney Supply

Registration Form
The SCIENCE & SYSTEMS MONEY-MAKING Marketing Summit
August 30 & 31, 2012

Name _____ Date _____
Title _____ **Additional Names:** _____

Business Name _____ *Mailing Address _____

_____ *Shipping Address _____

_____ City _____ State _____ Zip _____

Phone _____
Fax _____ E-mail Address(es): _____

METHOD OF PAYMENT

MC ___ VISA ___ DISC ___ AMEX ___ Card Number:

Exp. Date: _____ **SID #:** _____

Card Holder Name _____ & Billing Address: _____

Keep on file for auto pay of present & future purchases:

Co. Name _____ NES # _____ **Or** One time only purchase as per request.

X Signature:

Fax Completed Form to 866-458-4944 Attention: Mike