

ZERODRAFT

Business Opportunity Seminar

DAY 1

8.30 – 9.30

Introduction

- ◆ Who and what is Zerodraft.
- ◆ Where and how does Zerodraft operate?

9.00 – 10.15

ZERODRAFT your way to profits

- ◆ How can you build a business using building science to solve problems and make buildings healthy, safe, durable, comfortable and energy-efficient?
- ◆ How do you identify problems and causes?
- ◆ What are the proven sales tactics to win projects?
- ◆ What is your investment in training, equipment and materials?

10.30 – 12.00

Ice damming, Mold, Moisture Damage

- ◆ Why is the attic the first place to look for problems?
- ◆ What are the three most immediate opportunities to solve homeowner problems?
- ◆ What causes them and what tools and techniques can you use to prevent them?

12.00 – 12.45

Lunch

12.45 – 3.15

Big buildings need ZERODRAFT too

- ◆ How can you apply your residential experience to large commercial, industrial and public buildings?
- ◆ What techniques can you use to address problems, identify causes and implement measures to solve them?
- ◆ How do you calculate energy savings, prepare proposals for large projects?
- ◆ What sales approaches will get your foot in the door?

3.15 – 4.30

Marketing and technical support

- ◆ What marketing materials and technical support is provided by ZERODRAFT?

4.30 – 5.00

General discussion

DAY 2

8.30 – 12.00

Practical hands-on demonstrations

- ◆ One and two-component polyurethane foam insulating air sealants.
- ◆ Retrofit weatherstripping.
- ◆ Blower door depressurization testing.

12.00 – 12.45

Lunch

12.45 – 5.00

Tour of Zerodraft projects underway in the Hudson Falls area.