



JETTER WORKSHOP 2022



HOTJET USA
14773 HERITAGE CREST WAY
RIVERTON, UT 84065
800-624-8186

Jetter Workshop Overview

OVERVIEW . . . Our High Impact Training "Work Shop" has set the "Industry Standard" in jetter training. The "Work Shop" is an intensive training course that covers **operation, safety, market analysis, applications, direct sales training** and has been attended by over 1000 successful contractors. **We offer the latest techniques in jetting, marketing your services, optimization / where to advertise, how to upgrade cabling vs. jetting, etc.**

With our combined 50+ years experience with Sales Training and Applications in the Drain Jetting and Plumbing Industry, and having worked with hundreds of successful Plumbing Companies, **we help you establish your jetting business and how jetting helps your customers.**



"EDUCATION IS THE KEY TO PROSPERITY"

Our training runs a full day on Fridays - confirm schedule with us - at our National Headquarters here in beautiful Salt Lake City, Utah. **Salt Lake City is a hub for Delta Air Lines and you can fly in from nearly anywhere in North America in under 5 hours. Southwest Airlines also has super service to Salt Lake City.**

This is not just another sales / training class! We integrate equipment, applications, **focus, purpose, and profitability** into the same picture. Our training is directed at getting you to "thinking out of the box", how to offer **Commercial Maintenance Agreements** and work effectively in the **Residential Hydrojetting Industry.**

We recommend arriving Thursday afternoon and arranging departure on Saturday A.M. or P.M. This has proven to be the most effective and is less disruptive to everyone's work schedules. **We arrange curb side pick up, and shuttle back to the airport, hotel rooms for Thursday and Friday night at the Courtyard Marriott, and meals. "Get here and we take care of all the rest!"**

**"YOU DON'T EVER GO TO WORK TO MAKE MONEY
- YOU GO TO WORK TO MAKE A DIFFERENCE!"**

**CONTACT US TOLL-FREE:
1-800-624-8186**



IMPORTANT INFORMATION

WELCOME TO HOTJET USA!

Attached is our Jetter Workshop Overview and our Total-C information packet. Please review prior to your visit to our facility.

1) IMPORTANT NUMBERS

Don Jackson - 801-638-6337

Don will be your driver from the airport to the hotel.

Office - 1-800-624-8186 or 801-545-0777

2) THURSDAY - ARRIVAL DAY

We will pick you up at the airport at the PASSENGER PICK UP AREA (follow the signs closely).

Text Don when you arrive.

If you rented a car, you are more than welcome to meet for dinner.

We "usually" meet for a casual dinner at 5:30 pm for a meet & greet at Legend's Sports Bar directly next to your hotel.

3) FRIDAY - A.M.

Don will pick up at the hotel at 7:15 a.m. for shuttle ride to the plant

Order early for breakfast at the hotel - we have plenty of light snacks & drinks at our plant.

We will follow the Jetter Training Schedule (see attached)

4) TOTAL-C ADDITIVE

We will review our drain additive and how it adds value to your business. Please see the attached information.

COVID GUIDELINES:

Due to the Covid-19 pandemic & local health department restrictions, our inside training facility has been modified for distancing. Face masks are encouraged when social distancing is not possible. Facemasks and hand sanitizer will be available.

AIRPORT ARRIVAL INFO

**WELCOME TO UTAH!
WE ARE GLAD YOU ARE HERE!**

Thursday - Arrival

If you have **ANY** questions prior to your journey to Utah, **PLEASE CALL US - 801-545-0777.**

IMPORTANT! IMPORTANT! IMPORTANT!

1. **Make sure that we have the cell phone #'s of everyone attending class.**
2. Dress is casual . . . please check the weather here. **Winters here are cold!**
3. **Always confirm your flight before your departure.**

WHAT TO DO ONCE YOU EXIT THE PLANE

- Once you exit the plane, **follow the signs to the Baggage Claim Area.**
- Upon arrival at baggage claim area, **look for the baggage carousel with your flight number and pickup any bags you may have checked in.**
- Exit out the doors opposite of the carousels.
- Follow the signs to the **CUSTOMER PICK UP AREA.**



WHAT'S NEXT?

We will take you to your Hotel and check you in . . .

Meet the Team



Don Jackson
Customer Service

Don brings over 30 years of customer service in the industrial equipment industry.



Morris "Mo" Morgan
Safety, Services & Marketing Review

Mo focuses on opening up new markets, advertising, and up-selling jetting vs. cabling. Creating "Maintenance Agreements" and an overall marketing attack program specifically tailored to residential and commercial accounts creating a successful jetting program.



Larry Winter
3n1 Total C Drain Additive

Larry demonstrates our Total-C product and shows how it cleans and offers value to your customers.



Ari Redzeposki
Customer Service



Jana Briggs
Customer Service



Chris Roylance
Equipment Training

Jetter Workshop



Designated Hotel:

Courtyard Marriott
10701 Holiday Park Dr
Sandy, UT 84070
801-571-3600

Cabelas has a monster store 2 miles from our plant. Gateway Mall, the ski resorts and Temple Square are also incredible places to visit. Spouses are more than welcome for training - or if they choose, there is a huge shopping mall next to the hotel (if they prefer to shop instead of attending training).

Training Held at:

Power Line Industries / Hot Jet USA
14773 Heritagecrest Way
Riverton, UT 84065
800-624-8186

OVERALL GOAL

"Train Participants and their company to implement jetter service program(s) to be as profitable as possible, by providing a higher lever of service for your customers with your jetting division . . ."

1. Knowledge of Jetter and Operation / Safety.
2. Evaluate Camera as a Sales Tool.
3. Evaluate how offering additives (3n1 total-C) can sell jetter jobs, increase profits, and create a loyal customer base.
4. Create a Marketing Strategy.
5. Added services - cleaning properties with "power washer" (sidewalks, dumpster area, parking, etc).
6. Consider Implementation / How to offer your services.

Trainers:

WHO?? - Nozzles - CSR - Cameras

Larry - 3n1 Total-C

Chris, Brent, Freddy (Spanish) - Equipment Training

"Mo" - Safety / Service / Marketing

JETTER TRAINING SCHEDULE

7:15 Please Eat Breakfast at Hotel / Don will pick up at 7:15am

7:30 - 12:00 Equipment Training - Equipment Review

- Plant walk around "meet n greet"
- Fill out "company overview"
- Safety review (equipment and techniques)
- Servicing, repair, trouble shooting
- Nozzle applications and nozzle review
- Jetter operation (held in the afternoon during Winter months)
 - Hands on with jetter / wand / service / vacuum attachment
 - Final equipment training question and answer
- Bid techniques for jetting jobs.
- How to up-sale drain line jetting over cabling

11:30 - 1:00pm Lunch

1:30 - 4:00pm Marketing/Overview/Total - C

Review Hot Jet marketing / sales program. Marketing review to integrate Hot Jetting with your companies business plans and goals.

- How offering additives will increase your business.
- Additive review - 3N1 Total-C - Demonstration
- Your area business analysis residential vs. commercial.
- Niche selection (what jobs pay the most / strategy)
- Review contract, direct sales package
- Camera Operation (video inspection system)
- Service Contracts

Marketing Review

- Signage, cards, shirts, web site
- Door hangers, invoice advertisement
- Money mailer vs. Yellow Pages vs. Web
- Deal of the Day / Val Pack / Money Mailer

4:00 - 4:30 Final Review

Evening Dinner with group (usually 5:30 pm meet at Legends Sports Bar)

TRAINING IN ACTION

