

**Magnetize Your Business**

This course lays out the most important tasks the owner of a contracting business needs to focus on and shows them how to implement it into their daily operations.

* The eight stages of a customer relationship
* How to maximize profits by focusing on taking care of the customer.
* The basics of the customer care cycle.
* Help contractors create a systemized approach to marketing their business.
* The best strategies to grow a contracting business.
* The different methods available in the marketplace to market a business.
* The basics of being an effective CEO.
* How to become a better leader.