



BREAKTHROUGH — ACADEMY —

ARE YOU RUNNING YOUR BUSINESS OR IS IT RUNNING YOU?

**Sales calls. Estimates. Overseeing jobs. Ordering materials. Putting out fires.
Juggling crews. Permits. Paperwork. Accounting.**

Wouldn't you like to run your roofing company without everything relying on you?

At Breakthrough Academy, we help entrepreneurs like you get out of the day-to-day so that you can grow your businesses and accomplish your dreams. Our proven systems, combined with our expert coaching & performance culture will free up your time so you can focus on taking your roofing business to the next level.



“ We had a vision of where we were going, but BTA has massively accelerated us getting from point A to point B... our company has gotten to a place we didn't anticipate being for several years.

BRANDON
New Vision Projects

I dropped the tools a year ago, and now I'm fully in the office. We've doubled in sales, we've doubled in everything, because we can streamline things a lot easier and we could do so much more.



DAN
DMC Contracting

GAF

1-800-875-1704
grow@btacademy.com
btacademy.com/gaf

BTA is more than just a program, it's really a group and a network of great guys. You can read books and go to seminars, and that may stick with you for a week or month. BTA is ongoing and it's a team around you.

A D A M
Quarterhorse

What We Do

The Breakthrough Academy program has been developed by leaders who used its core systems and principles to build multi-million dollar trades and home service businesses.



PLANNING AND FINANCIAL BUDGETING

- Set budgets to maximize profit
- Create weekly sales and production plans to achieve revenue targets
- Understand seasonal cash flow and spending
- Implement efficient tax strategy
- Recession-proof your business



STRUCTURING YOUR COMPANY

- Define your org structure
- Build job descriptions with clear deliverables for all staff
- Set up weekly goal setting and reporting
- Implement technology to streamline communication
- Document and standardize all processes



PROFESSIONAL RECRUITING AND HIRING

- Develop a strategy to recruit top talent in your industry
- Learn interviewing tactics to predict people's future behavior
- Match personalities to correct roles
- Learn effective onboarding and expectation setting to maximize retention



LEADERSHIP AND TRAINING

- Build standard training programs
- Coach key management staff for long term retention
- Hold accountability to maximize team productivity
- Manage healthy conflict
- Implement annual reviews
- Succession planning and delegation of your current role



STRUCTURED SALES AND MARKETING PROCESS

- Build proactive marketing campaigns that attracts ideal clients
- Optimize your brand presence
- Develop accurate estimating and pricing strategies
- Standardize a replicable sales process
- Learn professional sales to maximize closing ratios



GOAL SETTING AND EXECUTION

- Business Plans with quarterly reviews
- Bi-weekly goal setting to hold you accountable
- Time and priority management for leaders
- Manage stress in pursuit of goals
- Implement systems that pull you out of the day-to-day

EXCLUSIVE OFFER

GAF Factory-Certified Contractors will receive **15%** off all BTA regular program pricing.

Visit www.btacademy.com/gaf to get started.

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