



HOME INSPECTION January 2010 Convention Talk: Purpose Driven Profit

I am tossing this email your way to share our experience with Barbara Carper and Profit Soup. I understand that “over the top” recommendations can often seem too good to be true, so please know that my observations truly are my objective “fact-based” assessment, nothing more, nothing less. Our experience simply carries no negatives, and quite a number of rather remarkable positives. The common view shared by me, my staff and our franchisees includes the following:

■ Presentation Style

- Non-threatening, no-nonsense, “naturally approachable”
- Engenders a sense of accountability within the audience without “preaching”engages people’s minds and interest based on basic logic & common sense
- Entertaining in a form and degree that facilitates learning; particularly good at “pacing” the teaching and making certain the group connects with key building block concepts along the way; unique ability to bring a large diverse group forward in learning while keeping everyone attentive and interested
- Confident presentation delivery, highly effective use of on-screen A/V tools without “gimmicks” taking precedence over substance

■ Content

- Irrefutable fact-based operating concepts; “need to know” financial management tools expressed in practical terms
- Quality leave-behinds; clear path and answers to “what do I do on Monday back in my market place?” and “how do I use this day-to-day?”
- Relevant – homework on our business was clearly done to a level that made the financial management concepts easy to learn. Content clearly displayed a command of context and vernacular related to our business; sound credibility, audience buy-in, and ease of understanding resulted
- Simple, Relevant, Educational

■ Net

- Remarkable “on the mark” connection with our needs and the audience. Both new players and age-old “know it alls” in our group were engaged and learned
- Viewed as an “insider” by our staff and franchisees....a “credible, knowledgeable, believable friend”
- Meaningful intellectual value delivered with interpersonal skills of broad appeal (“if you don’t like Barbara Carper, you probably don’t like anyone”)

Profit Soup concepts, and Barb as a presenter, were a slam dunk success. Should you or anyone in your organization need more particulars please let me know.

All the best!

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