



**PAINTING
CONTRACTORS
ASSOCIATION**

SPEAKER BUREAU

Chris Moore



St. Louis, MO

United State of
America

PCA MISSION STATEMENT

The Painting Contractors Association serves the coating and wall covering industry with standards, education, training, advocacy, and best practices essential to member success.

SPEAKER BIO

Chris Moore is the founder of Elite Business Advisors and host of the Elite Business Advice Podcast. Chris has over a decade of painting industry experience and has used all of his knowledge to transition and focus full-time on supporting other painting contractors to grow their businesses. During his time as a painting contractor, his innovative business approach allowed him to keep focused on finding new methods to grow the business, boost project efficiency, and improve the customer experience while also providing a quality paint job to his customers. Following his entrepreneurial journey, he founded Elite Business Advisors in 2018 to help other business owners achieve success through business coaching and mentoring.

TOPICS *(customization available upon request):*

Financial Analysis for Decision Making

- Job costing - How to, the importance of it, and how to use it
- Cash flow - Hacks to help manage your money and ensure your bank account grows as your business does
- Breakeven Point - Understanding what your minimum monthly production revenue should be and how to use that number for sales and production planning

Building a Holistic Marketing Plan

- Building a consistent pipeline of leads for your business
- Ensuring your relationship and organic business is maxed out
- Diversifying your marketing channels to not be over-reliant on one source

Estimating and Sales for Success

- Putting together an estimating numbers system (production rates) for consistent and streamlined bids
- How to better your sales process and customer journey (from 1st touch through completed sale) to win more jobs at a higher price

Recruiting, Apprenticeship and Retention

- How to recruit employees and the systems needed for interviews
- Creating an apprenticeship growth pathway for your business
- How to retain top employees that won't even consider leaving

Social Media Branding

- How you should be utilizing social media in your business
- The tips/strategies behind hacking the algorithm on platforms

Pathways to Growth

- Laying out the 4 stages of business from owner operator to \$1.5 Million (and beyond)
- The goals of each stage before advancing to the next
- How to navigate, in which order, hiring overhead employees