



## **How to Convert More Leads into Sales: *Without Resorting to Gimmicks, Tricks and Hard-Sell Tactics***

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ContractorProfitZone.com  
*Bringing Strength, Pride & Prosperity Back  
to America's Trade Contractors*

Bernie Heer is a sales and marketing advisor to contracting businesses across North America, focused on customizing practical tools that boost sales.

Having started his own business in 1998, Bernie has invested well over \$100,000 to figure out how businesses in various industries attract clients. From these techniques and strategies, he has adapted the best of them for the clients he serves.

Bernie accepts the fact that most contractors don't like sales, don't want to be viewed as salespeople, and would prefer to avoid selling if they could. He also acknowledges that contractors **MUST** sell in order to survive and flourish.

His sales tools and systems are designed to "do the selling for you." The hundreds and hundreds of contractors using his system attest to the effectiveness of his approach.