Engaging FileMan before you enter the Commercial Records Management Industry may be your single most practical decision. The Executive Education Engagement will enable you to develop your business plan and your marketing plan with ease. There are many decisions that you will make regarding services, pricing, strategy, sales and operations. FileMan has identified dozens of ways to approach this "business to business" market and the training encompasses the entire breath of possibilities.

Call today
877.FILEMAN
www.FileMan.com

## BUSINESS MODEL

RS-LITE - The FileMan Records Storage Lite Business Model includes well tested techniques that work. A Model is a framework for operating while a Method is the actual work practices that include the People, Process, Technology and Management to get the job done.

# Elements of Training Engagement:

### RS-Lite Models

- Profit Model
- Proforma Model
- Facilities Model
- Technology Model
- Services Model
- Pricing Model
- Marketing Model
- Operating Model
- Sales Model
- Sales Compensation Model
- Exit Strategy Model

### RS-Lite Methods

- Policy Manual
- New Account Acquisition Manual
- Day-to-Day Operations Manual
- Project Manual
- Client Operation and Training Manual
- Disaster Manual
- Safety Manual

FileMan™

© FileManagers, Inc.. All Rights Reserved

# RECORDS STORAGE LITE TRAINING
## WITHIN A SELF STORAGE FACILITY

Cary McGovern known as FileMan is the market leader for Records and Information Management Training Resources. During his 31 year career, he has assisted in the development of more than 430 Commercial Records Centers, trained more than 1,000 students and performed more than 1,200 Client Needs Assessments in 18 countries. FileMan training resources are used by RIM companies worldwide.

His primary focus is RIM Sales Training, Sales Management Training and Executive Education for Developers interested in the Business of Commercial Records Management. McGovern writes and speaks widely on RIM Sales and Ownership topics. He has been Owner and GM of a regional Commercial Records Center and has a lively RIM Consulting Practice. He has served as a contract Product Manager to XEROX, IKON and OR-Solutions for Records Management Products and Service development and implementation.

He holds a degree in Finance from Louisiana State University and a Master's Degree from Loyola University of the South. He also maintains a professional certification as a Certified Records Manager (CRM).

The FileMan RS-Lite Training provides a fast track for an entrepreneur, investment group or an existing related business (self-storage, moving and storage, document destruction or courier service) to understand the nature and extent of the Commercial Records Management Business, strengthen focus on the development, design its business processes and organize its business plan, sales and marketing strategy. FileMan provides a collection of services that targets improved revenues and decreased operating expenses which includes the following analytical and training components.

**Pre-Read Materials and Assignments:** Reading and Exercises to be completed prior to training date.

**Day 1:** Understanding the Business of Commercial Records Management: Operating a Commercial Records Center.

**Day 2:** Developing a Services Strategy: Selling Commercial Records Management.

**Unlimited Support:** FileMan provides Ongoing support for Owners, Operators and Managers.

### Watch These Free FileMan Videos Online

**Commercial Records Management 101:** The Components of selling Commercial Records Management

**Video available @ www.fileman.com/crm101**

**Commercial Records Industry:** FileMan Perspective

**Video Available @ www.fileman.com/industry2008**

**Cary F. McGovern, CRM FileMan**
File Managers, Inc.
250 Mako Nako Drive Mandeville, LA 70471
Tel. 985.845.0559 Fax. 508.749.7777
Cell. 504.669.0559 Toll.Free. 877.FILEMAN
fileman@fileman.com - www.fileman.com

FileMan™

© FileManagers, Inc.. All Rights Reserved