



SERVICE TRAINING SERIES (STS)

Kevin Dougherty



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Service Training Series (STS) Seminars

These seminars are designed for service professionals to enhance the company's strength in providing quality service to their customers. The series covers fundamental principals of effective leadership and communication, the value of customer service and more.

STS 100: 8 hours

Thriving as a Service Contractor

Is your service business prepared for the changes facing your industry? Trends like shrinking margins and more complex jobs with less time to complete them can make just surviving an almost impossible challenge. This program will help you establish goals and strategies to keep pace with the lightning-fast changes in the market, enabling you to not just survive, but continue to succeed. This program will cover many critical topics that any service contractor will face, such as profitability, getting more work, and building the perfect team.

Topics Covered:

- Strategies for the changing market
- Thinking ahead to keep from falling behind
- Developing and Implementing service standards
- Keeping your customers happy by providing consistent service
- Combating shrinking margins
- Marketing your value instead of discounting your price
- Focusing on key business drivers and strengths
- Discovering your skills and fight for your business from a position of strength
- Positioning employees and systems to compete
- Maximizing your resources
- Understanding and leveraging your maintenance contracts
- Directing your business to flow with the tide of demand
- Improving your customer and employee retention
- Finding, training, motivating and retaining the best talent
- Production, sale, marketing, and finance

STS 101: 8 hours

Delivering the Ultimate Service Experience: A Guide For Technicians

A program designed to grow and enhance new and current customer relationships.

Topics Covered:

- Developing and using service standards for consistency and customer satisfaction
- How making the customer look good insures your survival onsite
- Adding and leveraging the value on what you already do
- Changing how your techs and dispatchers are perceived by your customers
- Getting your techs and dispatchers to take more of a consultative sales approach
- Turning customer issues and complaints into opportunities
- Turning your techs and dispatchers into solution providers
- Front-line relationship building strategies and tactics
- Empowering your dispatchers and service techs to take care of customer issues on the spot
- Technician selling techniques
- Recorded technician sales training role plays

STS 102: 24 hours

Multi-day Service Manager Training

The HVACR Service Managers Boot Camp is a fast-paced 3-day program designed for the new Service Manager or existing Service Manager looking for innovative new ideas to increase performance of their service business.

Many companies promote their "best technicians" into the Service Managers role with little to no management, leadership or financial training. This class will focus on "real life" day to day issues faced in our business that will not only help them manage, but help them grow their service business and become one of "the places to work".

This will be a highly interactive 3-day event with many "breakout" sessions and will equip the attendees with lifelong tools that will help them enhance their careers and the HVACR service and the trade.

- This training will focus first on the transition into Service Management from other areas of the business be it sales, technicians or financial. We'll then focus on the steps every beginning manager needs to take and ways to avoid the pitfalls of suddenly being the "boss".
- Then fundamental principles of effective leadership will be explored as it directly relates to our HVACR industry.
- Basic Financial and industry standards including burden rates and profitability will be discussed in detail.
- Real life role plays is a beneficial tool to the beginner manager to understand HR issues and again we will discuss issues that directly affect the HVACR industry.
- Recruiting and training are essential in any service business and ours is no different. This portion will give valuable information on how to not only sustain your current business, but grow faster than your competition.

**About the Instructor:**

For over 30 years **Kevin L. Dougherty** has been speaking to the construction industry. Kevin's work and education experience enables him to relate to today's problems and provide tangible solutions in an easy-to-listen-to style. He has taught thousands of people in various seminars.

His client base ranges from family-owned businesses to corporate conglomerates.

In addition to speaking and writing articles, Kevin has served as, foreman, Journeyman, sales manager, project manager, operations manager, and corporate trainer for a multimillion-dollar mechanical contractor. Kevin has also been a frequent speaker for SMACNA, MCAA, MSCA, NECA, NFPC, SMART, U.A. PHCC, ISA, SBA, and other trade associations.

Kevin's ability to entertain audiences and hold their interest while getting his message across consistently makes him one of the industries top speaking and training talents.

Contact Information:

Contact Kevin at **941-926-0141** or salesacademy@verizon.net.

About the National Education Initiative (NEI):

MCAA will bring lifelong learning directly to you! The National Education Initiative Seminars are our best MCAA/MSCA programs—brought to your local association or even your company. Our goal is to provide ongoing and advanced education and training in support of individual and association growth across the mechanical contracting industry. We offer standard and custom-designed classes exclusively for your association or company's unique needs and challenges. If you need training quickly or have a large group, we are here to help!

For more information or to schedule a course:

Contact **Barb Dolim** at **301-990-2210** or bdolim@mcaa.org.



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