



# FUNDAMENTALS OF SERVICE SERIES (FOS)

Woody Woodall



**Mechanical Contractors Association of America, Inc.**  
1385 Piccard Drive Rockville MD 20850 T 301 869 5800 F 301 990 9690 MCAA.ORG



## Fundamentals of Service Series (FOS) Seminars

These seminars are designed to focus on the building blocks of what makes a healthy and successful service company, with an emphasis on customer service, team-building and effective communication.

### FOS 100: 4 hours

#### Customer Service Class Outline

This program is designed to help associates better focus on your customer. We not only talk about what, but why we need to always have our eye on the target (the client). We accomplish this through discussion, role plays, small group discussion and review of situations (client challenges). This program runs 3 to 4 hours depending on participation and feedback. Below, you will find some of the discussion points and program focus.

- What customer service means to the company, the client and to you.
- Different Types of customers
- Where are we with customer service?
- How do you know?
- The silent killer, the zone of indifference
- Communicate
- Work on your skills
- First impressions
- Perception is reality
- Rapport
- Knowing the customer's expectation
- Quality service attitude
- Proactive vs Reactive
- Positive customer service plan
- Impactful moments (IMs)
- We all make mistakes
- Recovery
- Dealing with a challenging customer
- Is the customer always right?
- Communication styles
- Moving forward

### FOS 101: 8 hours

#### Project Management for Service Outline

This program is designed to focus on the different type of focus that service projects require. We use group discussion, small team work sessions, role plays, problem solving sessions and competition to help all participants better understand some proven ways to do their job better, faster, and focus on the end user. Below are just some of the many skills worked on:

- What is a typical day for a PM?
- Develop a game plan
- Break into teams and bid a job, plan, execute, present a proposal and know how to get it done
- Adding Value
- Listening
- Communicate
- Pre-bid Skills
- Asking Questions
- Strategies to get the job (Plan)
- Writing a great proposal
- Relationship management
- Presentation skills
- Develop a winning team (subs, vendors)
- Build it
- Collect the Money
- Best practices
- Get another job

### FOS 102: 8 hours

#### Transition from Field Tech to Office Professional

This class will focus on the transition from the field to the office for service techs. We will review the duties of all the office positions and the skills it will take to be successful. This class will utilize lecture, small group discussion, role plays and real-life situations to help the participants understand the challenges that most service groups have. We will review the following topics:

- Complete overview of a typical service office environment
- Expectations of all the key positions in a service office
- Leadership and management, what is the difference
- Communication and the importance as a service leader
- Customer service Internal and external goal setting
- Time management
- Relationships and their importance
- Managing conflict
- Coaching and mentoring
- Performance reviews
- Understanding the financial side of business
- Motivation
- Creating a great service attitude with your team



**About the Instructor:**

**Woody Woodall** is the managing principal of Customer Focused Solutions, Inc. He focuses on assisting contractors and associations achieve their strategic goals through education and collaboration. Woody has had a long and distinguished career in the mechanical contracting industry. He has held numerous positions in the mechanical field. By being so engaged in the industry, he has been able to see and experience the cutting edge processes that truly can make service groups the best in class in their areas. Woody started as a Steamfitter with Local 602 in the Washington DC area. After completing his apprenticeship, he went on to become an Instructor for the Union Apprentice Program in Washington, DC. Through his passion for teaching, he has since become an integral part of the education offerings of the Mechanical Service Contractors Association (MSCA). He was instrumental in helping develop many of their educational offerings, including the HVAC 101 program and the Sales Institute. Woody has received many accolades through his career including Certified Instructor through the United Association, served on several committees of the Mechanical Contractors Association of Metropolitan Washington (MCAMW), served as Chairman of the Education Committee on the national level, served on the Board of Managers of MSCA, was National Chairman of MSCA and received the “D.S. O’Brien Award of Excellence” for outstanding contributions to the industry. But his most prized award was “All Star Dad” awarded to him by the National Fathers Day Counsel after being nominated by his children. Woody has retired from the day-to-day mechanical service business and is now focused full time on Customer Focused Solutions, Inc.

**Contact Information:**

Contact Woody at **301-514-7756** or [woodywoodall5@gmail.com](mailto:woodywoodall5@gmail.com).

**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](mailto:bdolim@mcaa.org).



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