



CUSTOMER EXPERIENCE SEMINARS (CES)

FOR SERVICE

Frank Favaro



Mechanical Contractors Association of America, Inc.

1385 Piccard Drive Rockville MD 20850 T 301 869 5800 F 301 990 9690 MCAA.ORG



Customer Experience Seminars (CES)

CES 101: 1 day

Boosting Sales & Margins: Winning PM Agreements with Exceptional Customer Experience

In today's HVAC market, standing out is key, and preventative maintenance agreements are more than just contracts — they're your ticket to higher profits. This workshop isn't about the basic sale; it's about learning how to show customers the real value of what they're getting, not just the price tag. You'll learn how to make your service so good that it shines in a crowded market, building the kind of experience that customers trust and choose, time and again.

Key Learning Objectives:

Value Creation: Learn how to shift the focus from selling a service to creating and communicating substantial value, transforming one's perception and engagement.

Client Relationship Building: Develop techniques to build emotional connections with clients, enhancing trust and paving the way for long-term business relationships.

Identifying Pain Points and Communicating ROI: Understanding the skill of articulating the return on investment to clients, showcasing that PM Agreements are not a cost but an investment in their businesses efficiency and longevity.

Pull-Through Revenue Potential: Discover the secrets to unlocking a 3-5 ROI in additional work through the strategic selling of preventative maintenance agreements.

Practical Tools: Utilize a technical problem identification checklist to pinpoint and articulate specific HVAC issues and their financial impacts, enhancing your ability to demonstrate the tangible benefits of preventative maintenance.

Personalized Approach: Gain insights on creating a personalized client profile, ensuring a tailored and effective sales strategy for each unique client scenario.

Who Should Attend: This workshop is tailored for service managers, account executives, and anyone involved in the selling and management of HVAC services.

Workshop Outcomes:

Building Confidence in the importance of service agreements: This course is centered on instilling confidence in your people, which is key to growing service agreements. We believe confidence stems from two core elements: knowing how to perform a task ('know-how') and believing in one's ability to execute it effectively ('self-belief'). Through practical exercises and real-world applications, your employees will not only learn the essential skills for professional and warm customer interactions but will also develop the belief in their ability to apply these skills effectively.

CES 102: 1 day

Making Price Less Relevant – Mastering Relationship-Driven Business Success

This course is a game-changer for contractors looking to earn more high margin relationship-driven business. This workshop provides a strategic approach to business where the strength of your client relationships overshadows cost considerations. In this intensive full-day session, we get into the art of building and nurturing robust client connections that go beyond the transactional. You'll learn innovative techniques in personal accountability and strategic relationship-building, enabling you to forge genuine emotional bonds, expand your professional network, and establish long-lasting, trustworthy partnerships. This course empowers you to elevate your service value so significantly that the price becomes just a detail in the broader narrative of quality, reliability, and exceptional customer experience.

Authentic Connections Over Sales Tactics: Engage with clients authentically, focusing on responsible and accountable relationship building.

The Art of Resource Brokering: Connect clients with solutions and opportunities, extending beyond immediate business needs. Position yourself as an invaluable resource, consistently delivering value to clients.

Utilizing Client Intelligence to Build Rapport: Employ client intelligence effectively to build natural rapport, inspired by companies like Chick-fil-A and Chewy.

The 5 Pillars of Building Authentic Relationships: Explore the foundational pillars essential for cultivating genuine relationships in the business environment.

Active Listening: Master the art of active listening to understand client needs deeply and respond more effectively.

Tangible Relationship Building Strategy – FORM: Implement the FORM (Family, Occupation, Recreation, and Motivation) approach for meaningful connections.

Implementation and Accountability Tool: Emphasize personal growth and accountability in your professional journey with our implementation strategy.

Who Should Attend: Ideal for mechanical contracting professionals at all levels who aim to enhance employee and client relations.

Workshop Outcomes

By the end of this workshop, participants will have a foundational understanding of the 5 Pillars of Building Authentic Relationships, coupled with an introduction to the essential skill of Active Listening. This workshop is designed to initiate a journey towards deeper, more meaningful professional relationships, enhancing business prospects and contributing positively to their professional communities. Attendees will



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begin to develop the skills and mindset necessary to become industry leaders known for authenticity and value. They will learn the importance of responsible, relationship-driven business practices, setting the stage for more profitable, enjoyable, and fulfilling business interactions in the mechanical contracting industry.

CES 103: 1 day

Elevating Your HVAC Business: Beyond Price, Towards Value

In an industry where competition is steep and the cost of doing business is rising, the key to sustainable success lies not just in competitive pricing, but in establishing your business as an indispensable resource. *Elevating Your HVAC Business: Beyond Price, Towards Value* is a transformative workshop designed specifically for union HVAC contractors within the MSCA/MCAA community. This course will guide you through the essential strategies to shift your business model from competing on price to emphasizing value, thereby enhancing your market position and profitability.

Core Focus of the Workshop:

The Dynamics of Price vs. Value: Understand the critical difference between competing on price and offering unmatched value, inspired by insights from Bob Burg, Zig Ziglar and real-world examples.

Demonstrating Unmatched Commitment: Learn how to deeply understand your clients' needs and align your services with their goals, thereby becoming an irreplaceable part of their success.

Creating a Perception of Excellence: Discover techniques to improve client interactions, enhance professionalism, and manage expectations, leading to a solid reputation for excellence.

Delivering Consistent Results: Master the art of providing reliable, high-quality services, ensuring that every aspect of your business reflects trustworthiness and competence.

Becoming an Indispensable Resource: Develop strategies to transform your business approach, focusing on delivering exceptional value that makes price a secondary consideration for your clients.

Workshop Outcomes:

It's not just about the hours you put in; it's about the value you deliver. You'll walk away with real, actionable strategies to shift from just another transaction to becoming your clients' go-to resource.

Who Should Attend:

If you're an Account Executive, Business Owner, Project Manager, or Manager in the HVAC field and you're looking to step up your game, this workshop is for you.

CES 104: 1 day

Service Recovery – Turning Mistakes into Wins with Upset Clients

Mistakes happen, but in the HVAC and mechanical contracting world, it's how you handle these slip-ups that can set you apart. "Service Recovery – Effectively Navigating Service Screw-Ups and Upset Clients" is a full-day workshop designed for those in the HVAC and mechanical service fields. Here, you'll learn the art of turning service failures into success stories. This isn't just about fixing issues; it's about impressing your clients so much that they remember how well you handled the situation, not the problem itself.

Key Learning Objectives:

Spotting the Slip-Ups: We'll start by identifying the most common service mishaps in your business and understanding why they happen.

Anticipate Mistakes: Learn how to turn a service failure into a win, changing a potential negative experience into a positive one.

Dealing with Upset Customers: We'll give you tools and strategies for managing tough conversations with customers who are upset or emotional.

Service Recovery Superheroes: Empower your team to take heroic actions in tough situations, turning every service recovery into a chance to demonstrate your reliability and commitment.

Real-World Application and Accountability: Walk away with a practical tool to track how you're applying what you've learned in real situations – a great way to see your progress and keep improving.

Key Outcomes:

Confidence in Customer Relations: This workshop is all about building your team's confidence – both in their skills ('know-how') and in their belief that they can handle tough situations ('self-belief'). Through hands-on exercises and examples from the real world, your team will learn not only how to interact professionally and empathetically with customers but also gain the confidence to apply these skills effectively.

Who Should Attend:

This course is a must for anyone in the HVAC and mechanical service industry, whether you're a project manager, account executive, customer service rep, or manager. It's especially useful for those who are on the front lines of customer interaction, shaping and delivering the customer experience.

CES 105: 4 hours

Winning Customer Interactions: Frontline Employees

In the competitive landscape of HVAC and Plumbing Service, front-line technicians and dispatchers often set the tone for the entire customer experience. Loyalty is earned by the front and



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these employees can make or break business. Recognizing their pivotal role, this workshop is designed to empower these vital team members with the skills and awareness to excel when onsite representing your brand.

Key Learning Objectives:

The 5 Es of HVAC Hospitality: Master skills in Eye contact, Enthusiastic Greeting, Ear-to-ear Smile, Engagement, and Education.

Heightened Awareness: Develop acute awareness of actions, tone, body language, appearance, and workspace organization, understanding their impact on client perception and trust.

Understanding Client Perception and Mindfulness: This module focuses on the transformative power of client perception and mindfulness, helping attendees elevate their emotional intelligence.

Comprehensive Skillset Development: Through advanced communication strategies, active listening, and role-playing exercises, attendees will improve customer interactions and learn how to deliver a positive experience.

Workshop Accountability: Participants receive a tool to track the application of course concepts in real-world scenarios, serving as a roadmap for personal development and progress measurement.

Key Outcomes:

Building Confidence in Customer Relations: This course is centered on instilling confidence in your team, which is key to enhancing customer relations. We believe confidence stems from two core elements: knowing how to perform a task ('know-how') and believing in one's ability to execute it effectively ('self-belief'). Through practical exercises and real-world applications, your team will not only learn the essential skills for professional and warm customer interactions but will also develop the belief in their ability to apply these skills effectively. It's this combination of practice and self-assurance that transforms competent technicians into confident, client-focused professionals.

Who Should Attend:

This workshop is built for frontline technicians and dispatchers in the HVAC sector of mechanical contracting, aiming to master perception excellence.

CES 106: 1 day

LinkedIn Mastery for Mechanical Contractors: Connecting for Success

LinkedIn Mastery for Mechanical Contractors: Connecting for Success offers a deep dive into leveraging LinkedIn for enhanced business growth and networking. This course is specifically tailored for professionals in the mechanical contracting industry, focusing on effective strategies for brand building and professional networking on LinkedIn.

Key Learning Objectives:

Understanding Your SSI (Social Selling Index): Master your Social Selling Index on LinkedIn and learn how to use it to amplify your social selling efforts.

Optimizing Your LinkedIn Profile: Craft a standout profile that effectively showcases your expertise and attracts meaningful connections.

Building a Strong Network: Develop strategies to grow your professional network with valuable connections that can lead to real business opportunities.

Showcasing Projects and Services: Learn how to effectively showcase your projects and services, establishing your firm as an industry leader.

Strategic Content Creation: Dive into the art of creating impactful content with intention, using formats like video, articles, and pictures to their fullest potential.

Personal Success Stories and Proven Strategies: I will share first-hand examples from my own experiences on how to engage with clients and draw attention to your work. Get access to my proven recipe for successful LinkedIn content and networking strategies.

Brand Differentiation and Storytelling: Master the art of differentiating your brand and telling your unique story through compelling content.

Who Should Attend:

This course is ideal for owners, marketing professionals, and team members within the mechanical contracting industry seeking to master LinkedIn for professional growth and business success.

CES 107: 1 day

Cultivating Winning Culture - A Blueprint for Mechanical Contracting Companies

In the dynamic world of mechanical contracting, a standout company culture is essential, not optional. Cultivating Winning Culture is a course specially designed for creating an environment where professional growth, appreciation, and a shared purpose are more than ideals – their everyday realities. This full-day session is about intentionally developing a culture that not only aligns with your company's mission but also drives success and fulfillment throughout your organization.

Key Learning Objectives:

Foundations of Great Culture: Explore the key ingredients of a magnetic company culture, focusing on camaraderie, emotional connections, and a positive work atmosphere.

Enjoyable Work Experiences: Learn strategies to make daily work life not just bearable but genuinely enjoyable, fostering a sense of fulfillment and passion among team members.

Overcoming Departmental Silos: Tactics to break down the 'not my job' barrier, promoting unity and collaborative effort across various departments.

Encouraging Professional Development: Discover methods to invest in your employees' growth in a way that aligns their personal ambitions with the company's objectives.

Transparency and Clarity in Communication: Understand the importance of open, clear communication, transparent leadership, and setting defined expectations.

Aligning with Purpose and Mission: Techniques to ensure every team member understands and connects with the company's core mission and values.

Proactive Culture Development: Master strategies for deliberately shaping a culture that resonates with your employees and drives organizational success.

Course Benefits:

Attract and Retain Top Talent: Equip yourself with the knowledge to create a culture that attracts and keeps the best talent in the industry.

Enhanced Team Dynamics: Build an environment where employees feel valued, listened to, and motivated to give their best.

Actionable Implementation: Leave real, actionable strategies to cultivate and sustain a thriving company culture.

Who Should Attend:

This course is designed for leaders, HR professionals, and managers in the MCAA/MSCA community who are dedicated to creating an engaging, inclusive, and effective workplace culture.

CES 108: 1 day

Mastering the Art of Prospecting: Strategies for Mechanical Contractors and Service Companies

This comprehensive course is designed to equip professionals in the mechanical contracting and service industry with advanced prospecting skills. As getting the attention of clients becomes increasingly challenging, this course offers innovative and effective techniques for standing out in a crowded market. Participants will learn how to optimize face-to-face meetings, enhance verbal communication, and leverage digital platforms to effectively reach and engage potential clients.

Course Objectives:

Understand the Modern Prospecting Landscape: Analyze current market trends and understand the challenges and opportunities in prospecting for mechanical and plumbing services.

Face-to-Face Interaction Mastery: Develop skills for impactful in-person meetings, including body language, presentation skills, and creating a memorable first impression.

Effective Verbal Communication (Ear-to-Ear): Learn techniques for persuasive and engaging phone communication, including cold calling strategies and verbal cues for building rapport.

Digital Engagement Strategies (Click-to-Click): Explore digital marketing fundamentals, including email campaigns, social media engagement, and website optimization for lead generation.

Creating a Compelling Value Proposition: Craft a unique value proposition that differentiates your services in a competitive market.

Building a Prospecting Plan: Develop a structured plan for prospecting, including goal setting, target market identification, and strategy implementation.

Networking and Relationship Building: Techniques for building and nurturing a professional network that can lead to referral business.

Measuring Success and ROI: Learn how to measure the effectiveness of different prospecting techniques and understand return on investment (ROI).

Practical Applications and Role-Playing: Engage in real-life scenarios and role-playing exercises to practice and refine prospecting skills.

Who Should Attend:

Account Executives and Managers

CES 109: 1 day

Leading with Influence: Passion, Purpose, and the New Workforce Generation

In an era where command-and-control leadership styles are rapidly giving way to a more influential and empathetic approach, Leading with Influence: Passion, Purpose, and the New Generation workshop offers a tactful approach for current and aspiring leaders. This course is specifically designed to equip MCAA/MSCA leaders with the skills and insights needed to effectively guide, inspire, and connect with today's diverse and dynamic workforce.

Key Features:

Understanding Genuine Influence: Learn to shift from traditional authoritative styles to a more persuasive and impactful approach.

Building Emotional Connections: Delve into strategies for fostering deep, meaningful relationships within your team.

Mastering Difficult Conversations: Gain confidence in handling challenging interactions and providing constructive dialogue.

Setting Clear Expectations: Discover the art of establishing and communicating clear goals and objectives.

Influencing Positive Outcomes: Align your team's aspirations with organizational goals to create a culture of shared success.

Interactive Leadership Workshop: Participate in hands-on exercises and role-playing scenarios to apply your learning in real-world contexts.

This course isn't just about learning new leadership strategies; it's about transforming how you lead. It's designed for those who aspire to leave a lasting, positive impact on their teams and organizations by leading with authenticity, passion, and purpose. Join us to redefine leadership and become the influential leader the new generation needs.

Who Should Attend:

Leaders and aspiring leaders



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About the Instructor:

Frank Favaro is the founder and President of ServeCentric Coaching in Cleveland, OH.

As the first CX Coach certified by the renowned DiJulius Group, Frank has set a high bar in the customer experience domain. His approach, distinguished by impressive credentials and holistic methods, was shaped during his successful tenure as one of MSCA's top account executives from 2016 to 2020.

Frank's entrance into the industry was marked by the absence of traditional technical skills, product knowledge, or an established client base. Yet, he overcame these challenges to achieve extraordinary success, doubling the national average for net margin—a testament to his focus on authentic relationships and superior customer experience. "I've lived and breathed the challenges and triumphs of this industry," Frank says. "Now, my mission is to empower others with the strategies that led to my success."

At the core of Frank's philosophy is the conviction that the pinnacle of sales and marketing effectiveness lies in delivering exceptional customer experiences.

In 2022, Frank was honored as the 'CX Coach of the Year' at the Customer Service Revolution Conference. His innovative approach extends beyond standard practices, aiming to elevate business profitability by transforming customer interactions.

Frank is also a master coach in the Go-Giver Methodology, licensed by Hall of Fame speaker and author Bob Burg to teach the 5 Laws of Stratospheric Success. This certification complements his extensive in-field experience with the powerful principles of the Go-Giver philosophy.

In addition to his coaching achievements, Frank is the host of "The People Business" podcast, where he delves into the business of people and our industry, offering insights and strategies for building strong professional relationships.

Frank is also an industry advocate and partner in the creation of "Athletes in the Trades," an initiative committed to attracting and recruiting athletes whose transferable skills are primed for success in the industry.

His Customer Experience Seminars (CES) offer an immersive and insightful journey, specifically designed for individuals engaged in customer and employee interactions who play a key role in driving profitability.

Contact Information:

Contact Mark at **330-715-5361** or frank@servecentriccoaching.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 Priya Haslinger at **301-869-5800** or phaslinger@mcaa.org.



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