

Service Managers Education program

Leveraging Planned Maintenance Agreements to guarantee your long-term success

During this session, we will examine Planned Maintenance Agreements and the value to your company. We will analyze the current state of your service business model based on key performance indicators and identify how to grow your future business. Developing actionable strategies to build the sales team needed to facilitate service growth will be discussed. You will learn retention strategies to keep the business you have earned by utilizing industry best practices and peer feedback. And, you will leave the session with an action plan to implement immediately and make your future success a reality today.

Qualifying Service Contractors with a “Simplified Scorecard”

Objective: Provide a simple and objective methodology for customers to assess and “grade” a contractor’s qualification through the use of a simple matrix scorecard to determine best value

As an HVACR service contractor you face competition daily from a variety of other sources – other union contractors, non-union contractors, manufacturers, other trades, a guy with a truck. Your customers need to be assured that they are hiring a contractor with the skills and expertise needed to get the job done and provide quality workmanship while providing the best value for the cost. You can help your customers, or potential customers, sort through the maze of indecision by recommending they utilize a simple scorecard to help them make the most appropriate cost effective decision. Some of the factors which will figure into their decision will include: skills training, safety record, customer service, security (background checks), drug testing policy, response time, financial stability, mobile solutions, pricing, experience, bundled service, regulatory compliance, certifications, established relationships. Using this simple matrix, you will be assisting them in their contractor selection process and helping them justify their choice based on the most important factors for the job. In all likelihood this will help them conclude that you are, in fact, the best selection for the job.

Mr. Dave Bavisotto is vice president of Illingworth-Kilgust Mechanical’s service group in Milwaukee, WI. He is responsible for the overall performance and operation of the service division in addition to overseeing and leading their strategic direction, identifying new business opportunities, directing planning activities and establishing organizational policies and procedures, while also being responsible for the financial performance of the department. David served as national chairman of the Mechanical Service Contractors of America (MSCA) in 2009 and remains very active in all facets of the association’s educational offerings, including his role as an instructor in the MSCA Sales Institute, a program he was instrumental in developing.

