



The **Minnesota Heating and Cooling Association** presents...

Astounding Service Starts Inside
What Every Customer Service Representative (CSR) Needs to Know
Thursday, April 6, 2017

First Session - 8:30 a.m. to 12:00 p.m.

Second Session - 1:00 p.m. – 4:15 p.m.

Gustave A. Larson
13200 10th Ave N
Plymouth, MN 55441

Program Sponsor



Overview

This seminar exclusively for **customer service representatives and dispatchers** helps participants understand the value and impact they have on the profitability of the company. The **cost of losing a customer** is illustrated and participants learn how they can increase profits by making happy calls and using that **opportunity to sell maintenance agreements** and other accessories.

In addition, we will discuss the **basics of heating and air conditioning systems** and the **sometimes-confusing terminology** of our industry in order to more knowledgeably work with customers.

Finally, one of the most difficult aspects of any job is **dealing with the difficult customer**. In this seminar, we will discuss how to approach this situation as a step-by-step process in order to reduce the stress for the CSR and the customer.

About the Instructor

Vicki La Plant has 30+ years of HVAC industry experience working with all sizes of contractors and learning the best practices, systems and ideas from the very best. Vicki taught high school English for 4 years then joined Lennox Industries where she worked for over 15 years, serving as Vice-President of Dealer Development and Marketing.

Currently, Vicki writes a bi-monthly column for Contracting Business magazine. She received the Tom McCart Consultant of the year award in 2013. After 20 years of owning a consulting and training company specifically focused on the contracting industry, Vicki joined **Service Roundtable** in 2016 as a business coach and trainer. The ideas and tools from her training seminars are practical and easily applied in the real world of contracting.

What People Are Saying

"Vicki peels backs the blinders and lets you see the little things you do wrong or right every day."
"The class demonstrated how to get inside the customer's head and walk the value line."

The program is limited to 25 attendees per session.

\$75.00 for MHCA Members

\$125.00 for non-MHCA Members

JOIN MHCA FOR \$395.00 AND SAVE ON THIS PROGRAM!

This program is also sponsored by Service Roundtable: www.serviceroundtable.com.



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Registration Form

ATTENDEE INFORMATION

(COPY FORM FOR ADDITIONAL ATTENDEES. BE CERTAIN TO SELECT SESSION.)

Class Choice (Circle One)

Name: (first) _____ (last) _____

AM PM

Name: (first) _____ (last) _____

AM PM

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

REGISTRATION FEE

	<u>Member</u>	<u>Non-Member</u>
Attendee	\$75.00 per person	\$125.00 per person
# Attendees	_____	_____
Total	\$ _____	\$ _____

**JOIN MHCA FOR \$395.00 AND START
SAVING WITH THIS PROGRAM!**

PAYMENT INFO

Credit Card: VISA MasterCard Discover AmEx

Name on credit card: _____

Billing Address: _____

CC Number: _____ Exp Date: _____ CVC Code: _____

Check: Payable to "MHCA"

Mail, fax, or email completed registration form to:

Minnesota Heating and Cooling Association
6066 Shingle Creek Parkway, Suite 167
Brooklyn Center, MN 55430

Ph: 888-782-6815

Fax: 888-287-4116

Email: jane@assocmgmtservices.com

For additional information about this program or MHCA membership, contact MHCA at (888) 782-6815.

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