



# SERVICE TRAINING SERIES (STS) SEMINARS

## FOR SERVICE

### Kevin Dougherty



**Mechanical Contractors Association of America, Inc.**  
1385 Piccard Drive Rockville MD 20850 T 301 869 5800 F 301 990 9690 [MCAA.ORG](http://MCAA.ORG)

### STS 101

#### 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

#### How to Find Train Motivate and Retain Employees

##### People Management Seminars

Interested in building (and keeping) the perfect team?

Addressing proven recruiting methods, leadership skills, productivity enhancement, and motivational techniques, this program is designed for anyone who manages people, including business owners, field foremen, office managers, department heads, superintendents, and estimators. This program has proven to be a number one convention program, and a leading front-line efficiency tool.

### STS 103

#### How to Get the Job at Your Price

##### Sales and Marketing Seminars

Tired of the bidding race and cutting your price to get the job?

This seminar will teach you to sell the value of your company rather than defend the cost of your work. The program emphasizes professional sales and marketing strategies that you can put to immediate use to avoid the price shopping rat race. Ideal for anyone who sells or represents your company to customers, including owners, estimators, salespeople, and service and office managers.

### STS 104

#### Providing Professional Customer Service

##### Customer Service Seminars

Looking to leave even the most difficult customers with smiles on their faces? To each employee, this dynamic and effective program will communicate the need to be more company-minded and sales-oriented. Practical, proven, and entertaining, this program's comprehensive approach to customer service makes this program mandatory for anyone who has contact with customers, including service technicians, drivers, dispatchers, foremen, receptionists, salespeople, accounting personnel, and managers.

### STS 105

#### Developing Frontline Leadership

##### Supervisory & People Management Seminar

With today's jobs: more competitive, having aggressive schedules, being inconsistently managed by the customer, skilled manpower shortages, with projects involving more documentation and administrative needs, today's supervisor is critical for profitability. Gone are the days when the supervisor could wing it – today's successful supervisor must manage not only the field, but also understand how the whole process fits together. This program will provide today's supervisor with the tools needed to be successful. Topics to be covered in this program include working with chaotic jobs, improving the communication processes, establishing front-line and job leadership, and becoming proactive with managing jobs.

### STS 106

#### Making the Number Work

##### Finances Seminar

Is your contracting business giving you what you need in life?

This program offers detailed solutions to the number one problem encountered by contractors: failure to charge enough and know the numbers. More than just an accounting seminar, this program discusses how lack of income and the stressful nature of an unsuccessful business can affect family, personal, and professional life. The subject matter makes this program ideal for owners, spouses, and partners of contracting firms.



### STS 107

#### **Selling and Marketing Construction Products and Services**

##### Sales and Marketing Seminars

Are your customers getting what they want from you? This program is targeted toward anyone who sells to contractors and other service businesses. Today's sales professionals must go beyond social relationships with customers, to develop mutually beneficial professional alliances. Sales managers, inside and outside salespeople, and business owners will benefit strongly from this hard-hitting and thought-provoking look at your relationship with your contracting customers.

### STS 108

#### **Dealing with Difficult People in Construction: Get Even the Most Difficult Person to Act Civilized**

##### Communications Seminars

This program will help you get even the most difficult person eating out of your hands. You will walk away from this program with some tricks and tactics which you will put to immediate use, and learn how to keep the tempers from flaring.

### STS 109

#### **Growing and Developing Supervisors**

##### Supervisory Training Seminar

Looking for the perfect supervisor? Maybe you don't need to look very far... If you want to develop men and women into managers, or perhaps want to work on your own supervisory skills, this seminar can help. Geared towards anyone who manages people, including foremen, owners, and project managers, this real world presentation has been used to train over 10,000 supervisors in leadership, transition to management, problem solving, and ending communication conflict.

### STS 110

#### **Thriving as a Contractor**

##### Strategic Planning, Best Practices and Deadly Sins to Avoid Seminar

Is your contracting business ready for change? Is your business prepared for the changes facing the construction 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 to establish goals and strategies to keep pace with the lightning-fast changes in the market, enabling you to not just survive, but also succeed.

### STS 111

#### **Getting More Done Turning Today's Rat Race into a Productive Workplace**

##### Time Management Seminar

Do you run your business, or does your business run you? Does it ever seem like there is just more to do than you can get done? In today's world, most of us are asked to get more done in less time. This program will help you develop the basic personal and organizational skills to enhance your productivity. More than just time management, this course demonstrates the need to clearly understand leadership priorities and the ways to implement them, offering insights to supervisors, owners, managers, key employees, or anyone interested in personal and organizational productivity.

### STS 112

#### **Front Line Project Profitability**

##### Advanced Supervisory Seminar

This is a program designed for foreman, superintendents, shop foreman and anyone who could make a difference to job profitability.

With today's jobs being: more competitive, having aggressive schedules, being inconsistently managed by the customer, skilled manpower shortages, and every project involving more documentation and administrative needs today's supervisor is critical for profitability. Gone are the days when the supervisor could wing it, today's successful supervisor must manage not only the field, but also be able to understand how the whole process fits together. This program will provide today's supervisor with the tools needed to be successful.

### STS 113

#### **Turning Your Takeoff into a Winning Proposal**

##### Advanced Supervisory Seminar

A program designed to improve your closing ratios. Are you tired of estimating jobs and not getting them? Do you wish the jobs you do get would be more profitable? If you answered yes to any of these questions then the advanced estimating program may be for you. This program will help estimators to think differently about the estimating process, and how to approach each opportunity realistically. We will help estimators to not just look at the estimate as a number, but more as a process from job inception to job completion.

This program will also help attendees to think more as a business person, and to take more of a big picture approach to the estimation process rather than just doing takeoffs and providing numbers.



### STS 114

#### Boosting Profits through Employee Cost Awareness

##### An Employee Cost Program

Teach your employee's that every hour not working productively increases costs and decreases your company's chances for success.

A program designed to help employees understand the need for the company they work for to make a profit and the difference between their wages and what the company charges is not profit. This program takes hands on approach to teach rather than just tell and show, attendees work through a detailed exercise showing them how they impact cost and profitability.

### STS 115

#### Planning, Goal Setting and Performance Improvement

##### Planning Seminar

Is a lack of planning and properly organizing the job causing your jobs to be less profitable? A fast paced supervisory training program developed to help the manager improve their performance by providing the tools needed to properly plan and get the right things done. This program will help any supervisor make and implement a clear plan to improve job performance and minimize some of the disruptions that all jobs face.

### STS 116

#### Supervisory Training

##### Supervisory Program

If you don't train your supervisors than who will? Every dollar your company makes or loses runs through the supervisor's fingers. Their ability or inability affects profits.

A real world supervisory training program designed to help supervisors deal with today's issues and improve productivity. This fast paced, entertaining, program will guide the new or experienced supervisor through the tangled web of supervision, allowing attendees to achieve tangible real world results. This program will provide hands on exercises and practical problem solving opportunities to enhance the learning experience and leave participants with renewed confidence and motivation.

### STS 117

#### Enhancing Sales from The Top

##### Sales Management Seminar

Interested in building (and keeping) the perfect sales team? This program will address increasing your sales, sales management skills, sales productivity enhancement, sales benchmarks, sales training ideas, and motivational techniques. This program

is designed for anyone who manages sales people and/or estimators, including business owners, service managers, sales managers, office managers.

### STS 118

#### Field Based Project Management: Closing the Gap Between the Office and Field

Simple things such as better planning, leadership, material handling, negotiations, conflict resolution, accountability, communication, time management, documentation, and people skills can and will impact the job. Are you setting your people up for success?

“Field Based Project Management” is designed to get the field to understand the importance of the project management process, and provide them with the tools to improve and insure profitability goals are met. This program will touch on preplanning, job coordination, and dealing with the other job trades, the need for jobsite organization, jobsite negotiations and many more real world topics.

### STS 119

#### How to Survive and Prosper in the Contracting Market Cost and Pricing Seminar

Want to take your business to the next level? Concentrating on proven cost recovery and pricing systems, this seminar offers the solutions contractors need to avoid bankruptcy. Owners, bookkeepers, office managers, estimators, department heads, and anyone else responsible for a company's bottom line will learn how to accurately calculate overhead and operating expenses into their day-to-day pricing and bidding structure.

### STS 120

#### Strategies for Buying and Selling a Business

##### Strategy Seminar

A program designed to keep you from making the “Deadly Sins” and help guide you through the process. Are you thinking of buying or selling a business? Are you wondering what the business is really worth? Are you wondering what you could do to make your business worth more to a potential buyer? If you answered yes to anyone of these questions then this program will help you to establish some goals and strategies as well as give you some insight to this exasperating and sometimes frightening process.



### STS 121

#### Understanding the Importance of Properly

#### Communicating Throughout the Project

A program designed to improve your projects profitability. This program is designed to help the contractor and their production teams take charge of projects and determine the most profitable way to proceed. Understand the importance of the finishing the project strongly, and all the documentation needs and standards. This program will cover the importance of knowing what you own and how it will/can impact the job and how documentation is an important communication channel.

### STS 122

#### How to be a More Effective Foreman

##### Management Seminar

Interested in improving your communication Skills and being more productive? This program covers proven conflict resolution techniques, communication skills, productivity enhancement, motivational tactics, time management ideas and many more skills that a foreman needs in order to thrive today. This program is designed to help anyone who manages people; from the new foreman to the experienced veteran all attendees will come away with tools that will make an immediate impact on job performance.

### STS 123

#### Customized and Tailored Programs

Do you need something specific?

Do you need a custom program or do you have a topic or problem area your company or association members need some help with? Have us research the problem and then let us develop a program that will leave a lasting impact.



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#### **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](mailto:salesacademy@verizon.net).

#### **To Schedule a Course:**

1. Visit [mcaa.org/initiatives/nei](http://mcaa.org/initiatives/nei)
2. Find the seminar/course you want to schedule.
3. Click "SCHEDULE A COURSE".
4. Fill out the form and select the specific course you are interested in.

#### **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!