

# SERVECENTRIC COACHING

## ASSOCIATION COURSE CATALOG

Raising the Standard of Service, Leadership,  
and Performance in the Skilled Trades

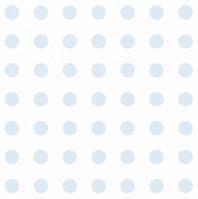
Frank Favaro of ServeCentric Coaching delivers practical education designed to help contractors improve execution, protect margin, and build long-term customer and workforce loyalty.

2026

This catalog includes education focused on:

- Service excellence and customer experience
- Leadership and accountability at every level
- Communication that reduces friction and rework
- Retention driven growth from construction to service
- Relationship building that leads to repeat business

ServeCentric courses are developed specifically for the mechanical, electrical, and specialty trades and built to help contractors close these gaps through practical, field-tested training that improves how people lead, serve, and perform.



# SERVICE EXCELLENCE MADE SIMPLE

---

**RAISE YOUR SERVICE. RAISE YOUR REPEAT BUSINESS.  
RAISE YOUR MARGIN.**

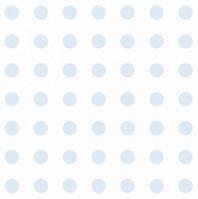
Service is a mindset, not a department. This course shows what great service looks like today and how to deliver it consistently across the entire organization.

## Key Points

- Uncover the three customer expectations you must deliver to stand above the competition
- Identify the six roadblocks that prevent consistent service and learn how to eliminate them
- Unlock the service mindset that turns everyday interactions into repeat business

## Takeaway

A practical framework that turns service into a competitive advantage.



# SERVICE RECOVERY

---

## TURNING MISTAKES INTO WINS.

Mistakes are inevitable, loyalty is not. This course teaches how recovery moments become the fastest way to earn customer trust and repeat business.

### Key Points

- Learn the do's and don'ts when handling issues under pressure
- Apply the Service Recovery Paradox to turn breakdowns into loyalty-building moments
- Replace blame and defensiveness with ownership, empathy, and professionalism

### Takeaway

A recovery framework that protects relationships, reputation, and long-term revenue.



# THE ART OF EFFECTIVE CUSTOMER DISCOVERY

---

**BETTER LISTENING. BETTER QUESTIONS.  
BETTER PROFESSIONALISM.**

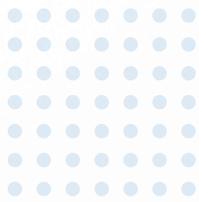
Discovery is where trust is earned and opportunity is uncovered. This course teaches how to approach discovery with purpose, structure, and professionalism so you are seen as a problem solver, not a typical salesperson.

## Key Points

- Prepare properly before every discovery call or meeting
- Unlock the power of effective questioning and active listening
- Qualify opportunities and identify right fit clients

## Takeaway

A repeatable discovery process that separates you from the competition and builds long term trust.



# ELEVATING BEYOND PRICE

---

## PLAYING A DIFFERENT GAME.

This course shows how buyers think, how value is measured, and how to position your company as the preferred choice without being the lowest number.

### Key Points

- Understand the six components of value buyers weigh when making decisions
- Learn how to differentiate so price loses power in the selection process
- Shift energy from chasing bids to earning preferential status and early involvement

### Takeaway

A system that elevates perceived value, earns trust, and wins profitable work.



# HIGH LEVEL COMMUNICATION SKILLS FOR PROJECT LEADERS

---

## PEOPLE SKILLS THAT PROTECT RELATIONSHIPS, PROFIT, AND MOVE PROJECTS FORWARD.

Project outcomes rise or fall on communication. This course sharpens awareness and execution in the moments that matter most.

### Key Points

- Heighten awareness of your own tone, body language, and presence
- Learn how to read the room, improve alignment, and reduce friction early
- Communicate clearly and professionally on calls, in meetings, upstream and downstream

### Takeaway

Communication tools that reduce rework, improve trust, and keep projects moving.



# ADVANCING RELATIONSHIPS

---

## TRUST CREATES OPPORTUNITY.

Access does not equal advantage. This course teaches how to intentionally move relationships to higher levels where trust replaces price.

### Key Points

- Use the Relationship Ladder to identify where relationships truly stand
- Learn the behaviors that move relationships from contact to contributor to partner
- Take ownership for advancing relationships so trust outweighs competition

### Takeaway

A relationship framework that opens doors that competitors cannot.



# GROWING THROUGH RETENTION

---

## WINNING THE CONSTRUCTION-TO-SERVICE HANDOFF.

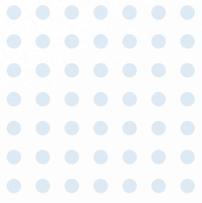
Many contractors finish the job and move on instead of turning construction success into long term service relationships. This course focuses on internal alignment and better handoffs that create lifetime customers.

### Key Points

- Build internal trust and engage service early so projects are designed, built, and closed out with service in mind
- Capture decision makers, system knowledge, and expectations before the job is complete
- Conduct effective closeout conversations that lead to service agreements

### Takeaway

A handoff framework that increases service revenue and strengthens internal trust.



# SEE MORE. SERVE MORE. SELL MORE.

---

## THE ART OF HEIGHTENED AWARENESS.

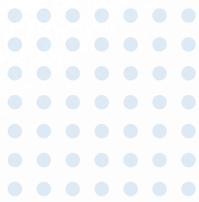
Awareness is the competitive edge. The more you see, the better you serve. The better you serve, the more you grow.

### Key Points

- Break free from autopilot and become a professional problem solver
- Ask questions that reveal needs before customers say them
- Reframe selling as helping and serve with greater purpose

### Takeaway

A playbook that uncovers opportunity, elevates service, and grows business through trust.



# BUILT TO LEAD

---

## LEADERSHIP SKILLS THAT WORK ON THE JOBSITE AND IN THE OFFICE.

Most leaders in the skilled trades were promoted for performance, not trained to lead people. This course gives foremen and internal managers practical leadership skills that reduce frustration, build confidence, and help teams perform at a higher level.

### Key Points

- Lead from the front and earn respect through actions, not title
- Hold yourself and your team accountable without micromanaging
- Communicate expectations clearly and lead with positive intent

### Takeaway

Leadership skills that strengthen teams, reduce turnover, and improve performance across the business.