

# Mechanical Service Contractors of America Service Managers Training Program



March 27-30, 2017  
Royal Sonesta Harbor Court  
Baltimore, MD



1385 Piccard Drive | Rockville, MD 20850  
P: 301-869-5800 | F: 301-990-9690 | W: [www.msca.org](http://www.msca.org)

The Service Managers Training Program is a four-day accelerated program intended to help service professionals immediately improve their management and leadership skills, and effectively contribute to the bottom line results of their organization. Developed with the service manager's typical day-to-day problems in mind, this highly interactive, hands-on workshop will give participants the fundamental financial and interpersonal skills they need for managing all aspects of the service operation. Real-life case studies will serve as the basis for the program as attendees are challenged to use their new skills for peak performance. Specific topics include:

### **The Role of Today's Service Manager**

Managers wear so many hats throughout the day that it is sometimes difficult to decide which one is the most important. In this section, participants will learn how to make a smooth transition from peer to supervisor, focus on the important roles and responsibilities of a manager, stay away from the deadly "career stoppers" that can sabotage a promising future, identify what employees really need from their managers, and become an enlightened leader that others want to follow.

### **Day-to-Day Financial Management**

The service manager is faced with countless decisions throughout the day. Without a solid understanding of the financials that influence the decision-making process, managing the operation can be a blind gamble. Participants will be provided with the tools and systems for measuring field productivity, quoting work, grasping the cost of callbacks, understanding service business income statements and balance sheets, differentiating between markups and margins, determining hourly charge rates that include all costs, managing trucks and inventories, collecting invoices, and maintaining accurate records.



### **Communication and the Service Team**

Time and time again, communication is cited as the #1 challenge in most organizations. During this revealing section of the program, participants will discover their inner strengths and limitations through a unique communication assessment. In this eye-opening session, participants will quickly learn how to apply this knowledge in their work environments, discover why they get along with some people and not with others, interact more effectively with direct reports, make the written word as clear as the spoken word, and go beyond "listening" to "hearing."

### **Managing the Many Faces of Conflict**

No matter where you work or whom you work with, conflict is inevitable. The best managers know how to manage discomfort along with conflict and, ultimately, restore harmony in the work environment before it becomes destructive. In this program, participants will learn how unresolved conflict erodes performance, how to use

### **Managing the Many Faces of Conflict (cont.)**

different strategies and techniques to resolve conflicts, and how to best use their personal style for handling conflict.

### **Developing People through Daily Leadership**

Effective managers are increasingly being described as "coaches" rather than "bosses." They are expected to provide instruction, guidance, advice, and encouragement to help employees improve their job performance. In this section, participants will learn how to analyze ways to improve an employee's performance and capabilities; create a supportive, team-oriented environment; and influence employees to change their behavior.



### **Coaching Your Team to Champion Performances**

For many managers, providing feedback to employees is a difficult and uncomfortable responsibility. Too often, managers provide feedback only when forced. However, feedback doesn't always need to be negative. In fact, when used positively, the results can be dramatic. In this session, participants will learn how to identify situations requiring corrective action, make the task of providing feedback more comfortable by using a structured approach, and prepare for the coaching meeting with their employees.

### **Motivating Employees with Rewards and Recognition**

Managers often categorize their employees as those who "are motivated" and those who "aren't." All employees are motivated. It's just that sometimes they aren't motivated to do the things the manager wants them to do. In this section, participants will learn how to link rewards to performance, how to choose the motivational options that are best for individual employees, and how to handle those motivational "challenges."

## INSTRUCTORS



**Nancy Bandy** will be the lead instructor for this program. Nancy is currently managing director of TRAINITIONS Consulting Group, a consulting group and think tank. She is an accomplished professional with more than 20 years of corporate training and organizational design experience in the areas of consultative selling, management and instructor development, customer service, performance management, individual and team presentation, change management strategies, and executive leadership. Nancy is a very popular and highly acclaimed instructor for MSCA, having taught at numerous conferences, local service seminar programs, and the MSCA Sales Institute.



**Steve Smith** will present the financial sessions during the program. As vice president of mechanical services at ACCO Engineered Systems in Glendale, CA, Steve is currently responsible for ACCO's HVAC service businesses located throughout the Western United States. He has previously held both sales management and operations positions with ACCO Service. Prior to joining the company in 1992, Steve held a variety of senior financial management positions with other large service contractor organizations. He is a CPA with an extensive financial background, and is a graduate of the University of Wisconsin—Madison.

### Who Should Attend

Any manager at a mechanical service company will benefit from this broad range of management training.



This program is especially recommended for managers who have come up through the trades and have had little or no formal management training as well as those who want to enhance their management skills and become more effective leaders.

### Registration Fee

The registration fee for the four-day program is \$1,500 for MSCA members and \$3,600 for non-MSCA members. The cost includes tuition, course materials, breakfast and lunch each day, a reception, dinner and a certificate of program completion.

Full payment is required at the time of registration. Each program is limited to 30 attendees, and registration is on a first-come, first-served basis.

### Special Event

Program attendees will receive a special tour of one of DEWALT's Global Design Centers, Industrial Design Centers, and Test Labs. DEWALT's facility is located on one of the first Black & Decker manufacturing sites, and is storied in history within the power tool industry. The company will also be the host for the evening reception/dinner following the tour.

### Travel and Hotel Information

A block of rooms is reserved at the Royal Sonesta Harbor Court, located at 550 Light St, Baltimore, MD 21202, for the convenience of attendees traveling to the program from out of town. The hotel is located 10 miles from the Baltimore-Washington International (BWI) Airport. Please make sure you reserve your hotel room, if needed, prior to February 28, 2017.



If you have any questions, please email Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 1-800-556-3653.

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## Schedule

Time	March 27	March 28	March 29	March 30
8 a.m. - Noon	8-9 a.m. Introduction Breakfast  9 a.m. - Noon The Role of Today's Service Manager	Financial Management	Managing Conflict	Coaching Your Team to Champion Performances  Motivating Others
Noon - 1 p.m.	Lunch	Lunch	Lunch	Lunch
1 p.m. - 5 p.m.	Financial Management	Communication and the Service Team	1-3:30 p.m. Developing People through Daily Leadership	Group Presentations/ Graduation
5 p.m. - 9 p.m.		DEWALT Tour and Reception/ Dinner		



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## Attendee Information

Name \_\_\_\_\_ Badge Name \_\_\_\_\_  
 Company Name \_\_\_\_\_ Title \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
 Registrant's Email \_\_\_\_\_ Work Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email address to send acknowledgement of registration form receipt: \_\_\_\_\_

## Registration Fees

MSCA Member	\$1,500	
Non-Member	\$3,600	

**MSCA Registration & Housing Policy**  
 Registration fee due at time of registration. All registrations based on a first-come-first-served basis. Class size limited.

**MSCA Cancellation & Refund Policy**  
 No penalty for cancellations made 30 days prior to program date. After that date, reimbursement will be dependent on the filling of your vacancy.

**Program begins at 8:00 a.m. on Monday, March 27.  
 Please plan your arrival accordingly.**

## Registration Payment

Check (payable to MSCA)     AMEX     MC     VISA

Account Number \_\_\_\_\_ Expiration \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_ Billing ZIP Code \_\_\_\_\_  
 Signature \_\_\_\_\_

## Hotel Registration

Room Type	Room Rate	King Bed	2 Beds
Standard Single/Double	\$169.00		

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_  
 Total Number of People in Room \_\_\_\_\_ Sharing with \_\_\_\_\_  
 Do you have any special hotel requirements? \_\_\_\_\_

Please contact Sobeida Orantes, MSCA at 800-556-3653 if you require special accommodations to fully participate in this event.

ROOMS AT THE GROUP RATE ARE SUBJECT TO AVAILABILITY.  
**The hotel cut-off date is February 28, 2017.** After this date, rates and room types may change. A deposit equal to the room and tax charge for one night's stay will be necessary to confirm your reservation. Reservations cancelled within 24 hours of the day of arrival will result in forfeiture of deposit. All rates are subject to a 15.5% tax per room per night.

AMEX     MC     VISA

Account Number \_\_\_\_\_ Expiration \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_ Billing ZIP Code \_\_\_\_\_  
 I authorize the following to be charged to the credit card provided:     Deposit     Room & Tax     All Charges  
 Signature \_\_\_\_\_

### Registration Made Easy

- **Fax** completed registration form to: (240) 238-7261 or
- **Mail** completed registration form to: MSCA, 1385 Piccard Drive, Rockville, MD 20850

Questions or changes?  
 Email Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653.

### For Office Use

Payment: \_\_\_\_\_  
 Database: \_\_\_\_\_  
 Hotel: \_\_\_\_\_