



# Mechanical Service Contractors of America *Presents*

## Dispatchers Professional Development Training Program

October 26–27, 2020

Little America Hotel

Salt Lake City, UT



**T**his updated two-day program is designed to help new or experienced dispatchers advance their careers, improve satisfaction with their jobs, understand their vital role in the company, and significantly enhance their ability to contribute to their company's success.

Dispatchers are critical to the successful operation of any HVACR and plumbing service business. As the company's primary representative with the client, the dispatcher serves as the nerve center for service scheduling, resource allocation, priority-setting, and customer satisfaction—which are all elements of great customer service.

### **Reach Your Full Potential**

Professional dispatchers can improve company productivity by getting the most from limited service resources, building strong customer relationships, and understanding their service technicians' and service managers' needs and capabilities. Many dispatchers do not reach their full potential because they have not had the opportunity to acquire or fully develop the complex skill set needed to be effective in this role.

### **Enhance Job Performance and Contribution to Company Success**

This program closes that gap with a comprehensive training course created specifically for service dispatchers. Custom-designed for MSCA members, this program goes beyond traditional technical training to help develop those advanced skills needed to be highly effective in the dispatcher role. By completing this program, dispatchers will be able to improve their job performance and more effectively contribute to the success of their companies.

# PROGRAM OUTLINE

## Module 1



### The Dispatcher and the Service Organization

- ◆ The Dispatcher's Influence in the Organization
  - ◆ The Dispatcher's Impact on Profitability
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## Module 2



### Communication Skills for the Dispatcher

- ◆ Communication Skills for Interfacing with All Types of People
  - ◆ Four Styles of Communication
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## Module 3



### Partnering with the Service Technician

- ◆ The Life of a Service Call
  - ◆ Walking in the Technician's Boots
  - ◆ Prioritizing Service Calls
  - ◆ Matching Technician Ability to Customers and Problems
  - ◆ What Technicians Need from their Dispatchers
  - ◆ The Art of Asking the Right Questions
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## Module 4



### Servicing the Customer

- ◆ Levels of Customer Satisfaction
  - ◆ How to Turn No's into Positives
  - ◆ Handling Difficult Customers
  - ◆ Steps to Rapid Service Recovery
  - ◆ Applying the Finishing Touches with Correct Follow-Up
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## Module 5



### Managing the Service Manager

- ◆ Managing Upward
  - ◆ Benchmark Self-Evaluation
  - ◆ Interpersonal, Self-Management and Technical Skills
  - ◆ Taking Charge of Your Job and Career
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## Module 6



### Working with the Rest of the Team

- ◆ A Day in the Life of a Dispatcher
  - ◆ Getting Rid of Stress
  - ◆ Personal Action Plan
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The program was developed by a task force of MSCA contractors in partnership with Nancy Bandy, lead instructor for this program. Nancy is Managing Director of TRANSITIONS Consulting Group. She is an accomplished professional with more than 20 years of corporate training and organizational design experience. Nancy is a popular and highly acclaimed instructor for MSCA, having taught at numerous conferences, local service seminar programs, and the MSCA Sales Institute.

This highly interactive program, which includes presentations, group exercises, self-assessment tools, and discussion groups, will be held Monday, October 26 from 7:30 a.m.-4:00 p.m. and Tuesday, October 27 from 7:00 a.m.-3:00 p.m. Breakfast and lunch will be provided both days. Dinner will be held on Monday evening. The cost of the class is \$925 per person (member rate), and the class size is limited. The Little America Hotel is located at 500 South Main Street, Salt Lake City, UT 84111, just 7 minutes from the Salt Lake International Airport (SLC). The cut-off date for hotel reservations is September 25, 2020. Room rates are \$229 per night for a single room.

For more information, call 800-556-3653 or email Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).

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## Attendee Information

Name \_\_\_\_\_ Badge Name \_\_\_\_\_  
Company Name \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Registrant's E-mail \_\_\_\_\_ Work Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address to send acknowledgement of registration form receipt: \_\_\_\_\_

## Registration Fees

MSCA/MCAA Member	<b>\$925</b>	
Non-Member	<b>\$1,800</b>	

### MSCA Registration & Housing Policy

Registration fee due at time of registration (all registration based on first-come-first-serve basis – class size limited).

### MSCA Cancellation & Refund Policy

No penalty for cancellation 30 days prior to program date. After that date, reimbursement will be dependent on the filling of your vacancy.

**Program begins at 7:30 a.m. on Monday, October 26.  
Please plan your arrival accordingly!**

## Registration Payment

Check (payable to MSCA)     Credit Card\*

\*Our process for collecting credit cards has changed to enhance the security of your personal information. **Please choose one of the options below:**

Send a secure web link (this link lets you input your information and send it to MSCA securely; the link will expire within 5 business days) Email \_\_\_\_\_

Call me for the information

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Best Time to Call \_\_\_\_\_

**We accept credit card payments for registrations and hotel reservations.  
Your registration and hotel will be confirmed when we receive your payment.**

## Hotel Registration

Room Type	Room Rate	King Bed	2 Beds
Standard Single/Double	<b>\$229.00</b>		

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 September 24, 2020.** After this date, rates and room types may change. A credit card is required to confirm your reservation but will not be charged until check in. Reservations canceled within 24 hours of the day of arrival will result in charge of one night's stay. All rates are subject to a 13.82% tax per room per night.

Registration Made Easy:

FAX your completed registration and hotel reservation forms to:  
240-238-7261 OR Mail to MSCA, 1385 Piccard Drive, Rockville, MD 20850  
Questions or changes?  
E-mail Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653

### For Office Use

Payment: \_\_\_\_\_

Database: \_\_\_\_\_

Hotel: \_\_\_\_\_