



September 26-27, 2022
Springhill Suites by Marriott San Jose Airport
San Jose, CA

Mechanical Service Contractors of America *Presents*

Dispatchers Professional Development Training Program

This 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 TRANSITIONS Consulting Group. Lead instructor for this program is Dave Bavisotto, Vice President of Sales and Business Development from Illingworth-Kilgust Mechanical Service Group. He is an accomplished leader in the HVAC industry with over three decades of experience, and is a popular and highly acclaimed instructor for MSCA, having taught local service seminar programs, and classes for the MSCA Sales Institute.

This program will be held in the training facility room at Silicon Valley Mechanical, located at 2127 Ringwood Ave., San Jose, CA, on Monday, September 26 from 7:30 a.m.-4:00 p.m. and Tuesday, September 27 from 7:00a.m.- 3:00 p.m. Breakfast and lunch will be provided at the training facility both days. Transportation to the training facility is provided for students staying at the Springhill Suites San Jose Airport. If you are driving, there is ample parking onsite. Dinner will be held off site on Monday evening. The cost of the class is \$925 per person (member rate), and class size is limited. The Springhill Suites San Jose Airport is located at 10 Skyport Drive, San Jose, CA 5 minutes from the San Jose International Airport (SJC). The cut-off date for hotel reservations is August 26, 2022. Room rates are \$209 per night (plus tax) for a single room.

For more information, call 800-556-3653 or email Sobeida Orantes at saorantes@mcaa.org.

1385 Piccard Drive
Rockville, MD 20850
301-869-5800
www.msca.org





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	\$925	
Non-Member	\$1,800	

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, September 27.
 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
Standard	\$209.00

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 August 26, 2022. 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 14.195% tax and \$1 per room per night. Parking is \$15/day.

Registration Made Easy:
 FAX your completed registration and hotel reservation forms to: 240-238-7261
 EMAIL to saorantes@mcaa.org
 MAIL to MSCA, 1385 Piccard Drive, Rockville, MD 20850
 Questions or changes?
 E-mail Sobeida Orantes at saorantes@mcaa.org or call 800-556-3653

For Office Use
 Payment: _____
 Database: _____
 Hotel: _____