

# Mechanical Service Contractors of America Service Managers Training Program



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.



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

unresolved conflict erodes performance, how to use 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.

### **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

### **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.

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### 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.

### Travel and Hotel Information

A block of rooms is reserved at the Sheraton San Diego Hotel & Marina, 1380 Harbor Island Drive, San Diego, CA, 92101. For the convenience of attendees traveling to the program from out of town, the hotel is located less than a mile from the San Diego International Airport (SAN) Airport. There is a complimentary shuttle provided from the airport.

Please make sure you reserve your hotel room, if needed, prior to August 8, 2019.

If you have any questions, please email Sobeida Orantes.



# Mechanical Service Contractors of America

# Service Managers Training Program

## Schedule

Time	September 9	September 10	September 11	September 12
8 a.m. - Noon	8-9 a.m. Introduction Breakfast  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
1-5 p.m.	Financial Management	Communication and the Service Team	Developing People through Daily Leadership	Group Presentations/ Graduation
5-6 p.m.		Padres Game (optional)	Reception	



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# Service Managers Training Program

Sheraton San Diego Hotel & Marina

San Diego, CA

September 9-12, 2019



## Attendee Information

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

Would you be interested in attending a Padres baseball game the evening of Tuesday, September 9?  Yes  No

## Registration Fees

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

### MSCA Registration & Housing Policy

Registration fee due at time of registration (all registration based on first-come-first-served 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 8:00 a.m. on Monday, September 9.  
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	\$249.00		

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 8, 2019.** 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 12.695% tax and Tourism Fee of \$0.85 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?

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

### For Office Use

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

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

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