

# Service Managers Training Program

April 27 – 30, 2020

**Royal Sonesta Harbour Court  
Baltimore, MD**



# MSCA Service Managers Training Program

Service leaders often find themselves living a life of reaction; reacting to jobs going poorly, upset customers, field personnel issues, internal office conflicts and the list goes on and on. As Service Leaders it's hard to work on the business when you're constantly working in the business. With proper business and financial management, one can minimize the constant barrage of distractions and begin to focus more of their time where it matters – on the business. Whether you are new to service leadership or a tenured employee, this class has something for everyone.

## 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

During our interactive, hands on time together we will explore and understand the principals of how our service financials work. We will dig deep into Service Burden, Indirect Cost, Labor Mix, Labor Rates, Gross Profit vs Net Profit, Recovery vs Under-Recovery, etc. Using historical data is the key to forecasting the future of your business; therefore in addition to these things we will also look at key performance indicators that can help drive your service business to the next level.

## 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 "hearing" to "listening."

## 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 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."

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## INSTRUCTORS



**Nancy Bandy** will be the lead instructor for this program. Nancy is currently managing director of TRANSITIONS 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.



**David Geith** will present the financial sessions during the program. David is a seasoned professional with over 28 years of experience in the HVAC industry with great focus in building control system sequence and operation, sales and estimating, system design, customer service, and repair and maintenance. David joined the Mesa Energy / EMCOR team and is currently Vice President of Service overseeing the largest HVAC service company in Los Angeles and Orange County and was responsible for managing revenues in excess of \$40M.

## SCHEDULE OF EVENTS

Time	April 27	April 28	April 29	April 30
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.		Dinner and Activity		

# MSCA Service Managers Training Program

## 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 Royal Sonesta Harbour Court, 550 Light St, Baltimore, MD 21202. For the convenience of attendees traveling to the program from out of town, the hotel is located 12 miles from the Baltimore Washington International (BWI) Airport. Please make sure you reserve your hotel room, if needed, prior to March 30, 2020.

If you have any questions, please email Sobeida Orantes; saorantes@mcaa.org.

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## Royal Sonesta Harbour Court

### Baltimore, MD

April 27 – 30, 2020



## 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: \_\_\_\_\_

## Registration Fees

MSCA Member	<b>\$1,500</b>	
Non-Member	<b>\$3,600</b>	

### 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, April 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	King Bed	2 Beds
Standard Single/Double	<b>\$184.00</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 March 30, 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 17.5% 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?  
Email Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653.

### For Office Use

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