



September 17 – October 29, 2020

SIX WEEK VIRTUAL PROGRAM

## Mechanical Service Contractors of America *Presents*

### Dispatchers Professional Development Virtual Training Program



**T**his updated 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 interactive, six week virtual program, which includes presentations, group exercises, self-assessment tools, and discussion groups, will be held every Thursday from 2 PM – 3:30 PM EDT, starting September 17 – October 29, 2020. (There will be no class held on October 15.) The cost is \$725 and includes all course materials, which will be mailed to participants prior to the start of the program.

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

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# Dispatchers Professional Development Training

## 6 WEEK VIRTUAL PROGRAM



September 17–October 29, 2020

### 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>\$725</b>	
Non-Member	<b>\$1,800</b>	

**The program will run every Thursday from 2 – 3:30 PM EDT, September 17 – October 29, 2020.  
There will be no class held on October 15.**

### 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 \_\_\_\_\_

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: \_\_\_\_\_