



CUSTOMER EXPERIENCE SEMINARS (CES)

FOR SERVICE

Frank Favaro



Mechanical Contractors Association of America, Inc.

1385 Piccard Drive Rockville MD 20850 T 301 869 5800 F 301 990 9690 MCAA.ORG

CES 101: 4 hours

Utilizing LinkedIn to Build Stronger Customer Connections in the Digital Age

Connecting With customers is getting more challenging due to the touch screen era. Even the mechanical services industry is becoming less touch and more tech. Frank will share proven LinkedIn strategies to help your employees stand out and gain attention in this session.

- Learn How you rank in your field accordingly to LinkedIn
- How social media has changed the game
- How to get customers' attention and stand out
- Practice actionable steps to develop your digital brand that brings more attention to the business

CES 102: 4 hours

A Day In The Life of A Customer

There is no better way to get employees to be more present in their job and to have them see things from the customer lens than by creating a day in the Life of a customer. This session is highly interactive where you will develop a personalized Day in the Life of the customer story that shows the experience through the customer's lens and is sure to help employees be more empathetic.

- Create awareness and make employees more present
- Create Day in Life Of a Customer
- Act Out a Day in the Life
- Implementation & Execution

CES 103: 8 hours

Immersion – The System Utilized World's Elite Customer Service Companies

Chik-Fil-A. Ritz Carlton. Harley Davidson. Lexus. This system has helped the best service companies in the world. Every company tells their employees to "give great customer service," but there is no systemized approach. Every employee has a different level of service aptitude, therefore delivering a differentiated customer experience. In this session, your leaders will create a simple customer service playbook that every existing employee can implement, which will help you dominate the next chapter.

- Recognize and reduce negative cues
- Create Customer Service Playbook (Never and Always Guidelines)
- Implementing tools into team huddles
- Gaining company-wide buy-in

CES 104: 4 hours

Building Authentic Customer Relationships and Making Price Irrelevant

Today's illiterate are those who cannot make meaningful connections with others. The pandemic has impacted our employees and their people skills. For example, 92% of salespeople state they have difficulty getting buyers to notice them. In this session, Frank will share proven strategies to sharpen relationship-building skills and allow your salespeople to differentiate from their competition, make positive first impressions, and audit our negative cues.

- Audit your six Critical Professional Relationships
- Train your employees on how to make an emotional connection on every interaction & be great listeners
- Create a systemized relationship-building tool for new and existing employees- FORD
- Role-Playing New Tools

CES 105: 8 hours

Customer Experience Cycle Session- Getting Aligned

Create non-negotiable experiential standards that remove variation and provide a consistent world-class customer experience at every department and touchpoint for each stage of the customer's journey. These experiential standards allow employees to offer a consistently engaging experience that is unlike the majority of competitors.

- Company-wide buy-in
- Interdepartmental cohesion
- Awareness of service defects
- Non-negotiable standards reduce inconsistencies
- Emphasis on experiential opportunities
- Creating Training manuals and standards
- CX metric improvements

CES 106: 8 hours

Becoming A Zero Risk Company

Anticipate your service defects and have protocols in place to make it right. All employees must have full awareness of the potential common service defects at each stage of the Customer Experience Cycle. Train and empower employees to provide consistent service recovery when defects occur and how to handle challenging conversations.

- Identify where the company drops the ball the most
- Processes to reduce those service defects
- How to handle when they do happen
- Protocols to address angry and emotional customers
- Training your team on how to be the hero when a mistake is made - "hero risk."

CES 107: 8 hours

World-Class Leadership Session

Train leaders to lead within your service culture. Create a world-class internal culture that focuses on attracting, hiring, and retaining only the people who can uphold the Customer Experience Action Statement. Every world-class customer service organization is world-class to work for. It takes World-Class Leadership to inspire passion, foster trust, and support teams within a customer-centric culture.

- Interdepartmental teamwork: compassion & empathy
- Clarify handoffs between departments
- Understand how your work impacts others
- Understand your internal customer
- Improve communication
- Day in the life of colleagues

CES 108: 8 hours

Above and Beyond Culture Session

We will create a constant awareness and branding of how to be a hero. Create an understanding of the most common opportunities where employees can deliver heroic service for the customer. Create an above and beyond culture and develop systems to share the stories.

- Empower employees with autonomy
- Training to recognize opportunities
- Inspiring to think outside the box
- Acquire and document all stories
- Advertise and recognize
- Implement “Day Maker” mentality



About the Instructor:

Frank Favaro is the President of ServeCentric Coaching in Cleveland, OH. Frank specializes in teaching the CX Coaching system and has eight years of expertise in the Mechanical Contracting Business.

Frank was a 2018 MSCA Sales Masters II graduate and was considered one of the top account executives in the country before starting ServeCentric Coaching.

Frank is licensed and trained by the world’s Customer Service authority, The Dijulius Group and John Dijulius. Frank is the first certified CX Coach specializing in our industry. Frank believes the best sales and marketing strategy is a great customer experience. His coaching track record and industry experience make him a natural fit.

Contact Information:

Contact Mark at **330-715-5361** or frank@servecentriccoaching.com.

About the National Education Initiative (NEI):

MCAA will bring lifelong learning directly to you! The National Education Initiative Seminars are our best MCAA/MSCA programs—brought to your local association or even your company. Our goal is to provide ongoing and advanced education and training in support of individual and association growth across the mechanical contracting industry. We offer standard and custom-designed classes exclusively for your association or company’s unique needs and challenges. If you need training quickly or have a large group, we are here to help!

For more information or to schedule a course:

Contact **Priya Nirmal** at **301-869-5800** or pnirmal@mcaa.org.



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