



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



Customer Experience Seminars (CES)

CES 101: 4 hours

Service Excellence Made Simple

(Customer Service, Competitive Advantage & Personal Success)

Most companies want excellent service, but six common obstacles hold them back. The reality? Providing exceptional service is easier than delivering mediocre service, making everyone's job more secure and less stressful.

This course teaches how to:

- Break through the six customer service barriers that hurt relationships.
- Use initiative and problem-solving to stand out and increase job security and satisfaction.
- Turn customer complaints into business-building opportunities through active listening and understanding, personalized attention and positive behavior.
- Make service a competitive advantage that creates loyal customers and repeat business

Service doesn't have to be complicated. Do it right, and customers will never want to leave.

CES 102: 4 hours

Proven Customer Acquisition Strategies

(Sales, Prospecting & Business Growth)

Winning new business shouldn't be about chasing low-bid contracts; it's about building relationships, creating value, and becoming the go-to resource. This course provides a repeatable system for prospecting, building relationships, and getting in the door with the right clients—not just bidding on low-margin work.

This course teaches how to:

- Identify and target the right clients for long-term success
- Use a combination of traditional grit and modern tools to open doors
- Build genuine relationships that eliminate competition
- Create a systematic prospecting strategy that fills the pipeline

CES 103: 4 hours

Growth Through Retention – Expanding Business Without Chasing Strangers

(Customer Retention, Customer Experience & Business Growth)

Most contractors spend too much time chasing new clients and not enough time growing their existing businesses. It's 60-70% easier to sell to an existing customer than to land a new one, yet most businesses leave massive growth opportunities on the table.

This course teaches how to:

- Turn first-time customers into long-term partners who refer others.
- Spot and act on cross-selling and upselling opportunities across multiple service lines and departments.
- Build deep relationships that drive repeat business, referrals, and loyalty

Retention isn't just about keeping work—it's about expanding it. The goal is to become the first and only call for every need.

CES 104: 4 hours

Climbing to the Top of the Relationship Ladder

(Building Trust, Strengthening Relationships Both Internally and Externally)

People do business with those they know, like, and trust, but most professionals fail to move up the relationship ladder. The best in the industry go from strangers to trusted partners, making them the first call for every opportunity and eliminating competition.

This course teaches how to:

- Strengthen relationships by bringing Unique Value
- Build credibility, influence, and trust with customers and industry partners
- Position yourself as an indispensable problem-solver, not just a vendor

The stronger the relationship, the less price matters. Learn how to make yourself the trusted first call.



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CES 105: 4 hours

Effectively Navigating Pricing Conversations

(Negotiation, Problem Solving & Active Listening)

GCs and procurement teams are trained to push for lower pricing—are your people strained to guide the conversation in the right direction? The best professionals don't defend their price; they reframe the discussion around what clients deem of value, risk, and expertise.

This course teaches how to:

- Uncover emotional triggers that reveal what the customer truly values
- Shift pricing conversations away from cost and toward value
- Use active listening to identify real needs and build stronger connections

CES 106: 4 hours

Service Recovery: Turning Mistakes into Wins

(Customer Retention, Reputation & Customer Experience)

When things go wrong, most companies lose customers. But world-class companies turn mistakes into loyalty-building moments that strengthen relationships and create new opportunities.

This course teaches how to:

- Handle customer complaints and service failures the right way
- Turning negative situations into long-term business opportunities
- Train teams to recover trust and retain customers

The best companies don't avoid mistakes; they turn them into wins that build stronger, longer-lasting relationships.

CES 107: 4 hours

The Recognition Advantage: How to Make Work Fun, Competitive & Performance-Driven

(Employee Motivation, Performance & Customer Experience)

If you want people to step up their game, you have to make the game worth playing. Recognition isn't about handing out trophies; it's about creating a fun, competitive, and engaging environment where people push themselves to improve daily.

This course teaches how to:

- Build recognition programs that are fun, competitive, and performance-driven
- Use peer-to-peer, customer-driven, and leadership-based recognition to motivate employees
- Create contests, challenges, and gamified experiences that drive focus and engagement

The goal? To make work more fun, engaging, and rewarding—because people play to win when the game is good.

CES 108: 4 hours

The Customer Service Secrets of Industry Leaders

(Lessons from Chick-fil-A, Ritz-Carlton, Chewy, Disney & More)

The best service companies follow proven standards, systems, and strategies that keep customers returning. This course breaks down what top brands do differently and how contractors can apply these principles to build loyalty and stand out from the competition.

This course teaches how to:

- Apply world-class service strategies to drive repeat business
- Create memorable customer experiences that build loyalty
- Develop a reputation where price becomes less of a factor

CES 109: 4 hours

Coaching Managers to Be Coaches: Developing High-Performing Leaders

(Leadership, Management Training & Employee Development)

Most managers were promoted for their technical skills, not their ability to lead and develop people. In fact, 87% of today's managers are considered "accidental" due to their lack of leadership training. This course teaches managers how to coach, conduct effective one on ones, huddles, and gives feedback that drives performance and engagement.

This course teaches how to:

- Coach employees effectively to improve performance and accountability
- Conduct structured one-on-ones that gain buy-in and drive growth
- Delivering feedback the right way—collaboratively and constructively
- Have difficult conversations with positive intent.

CES 110: 2 hours

Frontline Excellence: Nailing Customer Interactions

(Customer Experience & Field Training)

Customers may forget what you charged for your work but will never forget how you made them feel. Frontline employees don't just represent the company; they define its reputation. Every interaction is an opportunity to build trust or lose it.

This course teaches how to:

- Master first impressions, body language, and tone
- Handle customer interactions with confidence and professionalism
- Turn every customer touchpoint into a loyalty-building moment



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About the Instructor:

Frank Favaro is the founder and President of ServeCentric Coaching in Cleveland, OH.

As the first CX Coach certified by the renowned DiJulius Group, Frank has set a high bar in the customer experience domain.

His approach, distinguished by impressive credentials and holistic methods, was shaped during his successful tenure as one of MSCA's top account executives from 2016 to 2020.

Frank's entrance into the industry was marked by the absence of traditional technical skills, product knowledge, or an established client base. Yet, he overcame these challenges to achieve extraordinary success, doubling the national average for net margin—a testament to his focus on authentic relationships and superior customer experience. "I've lived and breathed the challenges and triumphs of this industry," Frank says. "Now, my mission is to empower others with the strategies that led to my success."

At the core of Frank's philosophy is the conviction that the pinnacle of sales and marketing effectiveness lies in delivering exceptional customer experiences.

In 2022, Frank was honored as the 'CX Coach of the Year' at the Customer Service Revolution Conference. His innovative approach extends beyond standard practices, aiming to elevate business profitability by transforming customer interactions.

Frank is also a master coach in the Go-Giver Methodology, licensed by Hall of Fame speaker and author Bob Burg to teach the 5 Laws of Stratospheric Success. This certification complements his extensive infield experience with the powerful principles of the Go-Giver philosophy.

In addition to his coaching achievements, Frank is the host of "The People Business" podcast, where he delves into the business of people and our industry, offering insights and strategies for building strong professional relationships.

Frank is also an industry advocate and partner in the creation of "Athletes in the Trades," an initiative committed to attracting and recruiting athletes whose transferable skills are primed for success in the industry.

His Customer Experience Seminars (CES) offer an immersive and insightful journey, specifically designed for individuals engaged in customer and employee interactions who play a key role in driving profitability.

Contact Information:

Contact Frank 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 Haslinger** at **301-869-5800** or phaslinger@mcaa.org.