



Building Your Service Team From The Top

A program designed to help you grow your service and retrofit business!

Interested in building (and keeping) the perfect service team - This program will address proven service sales recruiting methods, sales management skills, sales productivity enhancement, service sales benchmarks, sales training ideas, and motivational techniques, this program is designed for anyone who manages service sales people, including business owners, service managers, sales managers, office managers.

Topics Covered:

- The difference between service and construction
- How to find train motivate and retain top sales talent
- The difference between selling maintenance and projects
- Differentiating your service offerings
- Developing service operating procedures
- Using your dispatchers to drive customer satisfaction and sales
- How to leverage your maintenance base to drive all your product and service offerings
- Understanding key service ratios and how to use them to build and monitor your business
- Why service technicians don't sell and why this hurts your customer service
- How to get your service technicians to sell



Kevin Dougherty - For the last 15 years, Kevin has been speaking to the construction industry. Kevin represents a changing industry - aggressive, realistic, and open-minded. Kevin's work and education experience enables him to relate to today's problems and provides tangible solutions in an easy-to-listen style. He has taught thousands of people in various seminars. With a client base ranging from family-owned businesses to corporate conglomerates. In addition to speaking and writing articles, Kevin has served as sales manager and corporate trainer for a multimillion-dollar mechanical contractor. Kevin has also been a frequent speaker for various PHCC and QSC Chapters. Kevin's humorous and energetic speaking style has made him a convention favourite. He has spoken to such groups as CMCEF, Benjamin Moore & Co., 3M, Morton International, Manville/Schuller, York International, and Hagemeyer Electrical Australia, just to name a few. Kevin's ability to entertain audiences and hold their interest while getting his message across consistently makes him one of the industry's top speaking talents.

