



Mechanical Service Contractors of Canada

Customer Service for the Service Organization

Want to get your team more service and sales oriented?

This dynamic and effective program will communicate the need to be more company-minded and sales-oriented. Practical, proven, and entertaining, this program's comprehensive approach to customer service makes this program mandatory for anyone who has contact with customers, including service technicians, drivers, dispatchers, foremen, dispatchers, agents, service managers, salespeople, accounting personnel, and managers.

Topics Covered:

- ◆ **Customer Service Checklist**
Explore your strengths and weaknesses as a service provider
- ◆ **Improving Customer Satisfaction**
Create tomorrow's business on the foundation of today's customer approval
- ◆ **Handling Customer Complaints and Objections**
Respond more effectively to different personality types
- ◆ **How Everyone in the Company Sells**
Nurture the sales skills of your frontline communicators
- ◆ **The Value of a Professional Image**
Sell the importance of quality instead of price
- ◆ **Telephone Communication and Courtesy**
Attend to the details in creating your image
- ◆ **Importance of Add-on Selling**
- ◆ **Presenting Your Products and Services**
Inspire customer confidence that you are the right person for the job



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.