



Mechanical Service Contractors of Canada

Marketing Your Service Business



Service businesses have many advantages over contracting. However, they also need to be marketed as price is much less of a factor in winning repeat work. Are you positioned to get the “A” customers? Have you got rid of your “D” customers?

Topics Covered:

Some of the topics that will be taught include:

Are you charging out at a high price? (Residential hvac service @ \$135 per hour) Are you building a planned maintenance program? Is your promotional material (including website) really designed from a customer focus perspective? Is your business worth 5 times earnings? Are you working 40 hours per week? Or are you doing it twice each week? Learn how to make this happen in this newly designed program specifically designed for trade service contractors.

Ron Coleman - Ronald Coleman is a Professional Accountant, Certified Management Consultant and professional member of the Canadian Association of Professional Speakers. He has served on the Boards of the BC Safety Council, the Richmond Hospital Foundation, the Richmond Hospital, the Richmond Regional Health Board and inaugural Chair of The Spirit of BC. He is the 2009 President of the Canadian Association of Professional Speakers, Vancouver and is a Special Ambassador to the 2010 Olympic and Paralympic Games.

Ron has written seven books on business management for the construction industry, six of which are part of the Canadian Construction Association Gold Seal Program. He has also written and delivered a variety of education courses, he has co-authored three degree courses and does presentations on a regular basis in both Canada and the US. His passion in business is helping contractors to be more successful. In addition to a successful speaking and consulting practice Ron also has an accounting practice and is the President of Coleman Management Services.

