



Mechanical Service Contractors of Canada

Thriving As A Service Contractor

Strategic Planning, Best Practices and Deadly Sins to Avoid Seminar

Is your service business prepared for the changes facing the industry? Trends like shrinking margins, increased competition, shortage of service technicians, and globalization. This program will help you to establish goals and strategies to keep pace with the lightning-fast changes in the market, enabling you to not just survive, but succeed. This program will cover the critical topics that a service contractor will face, such as, growing your maintenance base, profitability, getting more work, and building the perfect team.

Topics Covered:

- ◆ **Strategies for the Changing Market**
Think ahead to keep from falling behind
- ◆ **Identifying Current Trends in Service**
Keep pace with a market where the only constant is change
- ◆ **How to Increase Your Maintenance Base**
Get your service technicians and sales people to sell maintenance
- ◆ **Focus on Key Business Drivers and Strengths**
Discover your skills and fight for your business from a position of strength
- ◆ **Positioning Employees and Systems to Compete**
Maximize your resources
- ◆ **Developing Standard Operating Procedures**
Which Improve Your Operation

Introductory and departing procedures

- ◆ **Improve Teamwork**
Getting your dispatch, sales and production to work together
- ◆ **Growing and leveraging your maintenance base**
Using your maintenance base to grow your sales



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.