

What is the MSP (Mechanical Service Professionals) Program?

The MSP Program is designed for anyone in a Service Role, whether in the field or in the office. From Project Managers to Account Managers, Field Supervisors to Lead Technicians, Operations Managers, Billing Dispatchers, and Coordinators, all will benefit from this program. This is an interactive program with a strong emphasis on the practical application of knowledge.

Seminars

1. The Mechanical Service Industry

After completing this seminar, you will be able to:

- Explain the mechanical contracting business, discuss the key differences between construction and service, and identify how the two divisions feed and complement each other.
- Review the basic foundations of a service business model including typical organizational structures, profit centers, and business strategies. Identify the keys to the mechanical service business model as it pertains to target markets and menu of services offered.
- Discuss types of service work and how they work together to integrate company culture, client needs, and build long lasting relationships to increase overall company profitability.
- Summarize the unique challenges and opportunities in the service business and how current trends and economic conditions affect a company's approach to service.
- Discuss with four Kansas City based service leaders their perspective on the service industry and the opportunities in our markets.

Instructor

Bill Iler is the President of Design Mechanical, Inc. He has over 40 years of experience in the HVAC equipment service business. His experience covers all types of equipment including chillers, cooling towers, rooftop units, pneumatic/digital control systems, exhaust/makeup air systems, boilers, piping, equipment replacement/retrofit, variable frequency drives, energy efficiency upgrades and sheet metal. Bill has served on the Mechanical Service Contractor's Association Committee and Alliance of Professional Specialty Contractors Board. Bill



Bill Iler

2. Putting Communication to Work

After completing this seminar, you will be able to:

- Identify your own personal communications style as well as the communications styles of other.
- Adapt your style to better communicate with others.
- Explore the appropriate use of various methods of communication.
- Gain techniques that enhance sales as well as relationships with internal and external customers.

Instructor

Gary Polain is the Principle of OZmosis Leadership. A native born Western Australian, he began his professional career as a Mechanical Engineer specializing in power station design, dust pollution control, and mine ventilation systems. Gary has over the last twenty years committed himself to a most accomplished career in 'Human Engineering'.



Gary Polain

3. Developing Safety as A Culture

After completing this seminar, you will be able to:

- Identify the unique safety risks of the service industry and how they can affect estimating, pricing, scheduling, and sales.
- Identify site specific hazards for field technicians and how to address on-site client safety concerns.
- Outline how to build an effective safety culture.
- Summarize requirements of NFPA 70E.
- Establish best practices and effective methods for technician safety awareness and engagement including weekly safety talks, policies, and procedures.

Instructor

Don Campbell, Vice President of Safety, P1 Group



Don Campbell

4. Customer Service – The Whole Team

After completing this seminar, you will be able to:

- Outline the roles, responsibilities and the importance of teamwork in delivering a positive overall client experience.
- Be proactive in client services and effectively ask for and obtain meaningful customer feedback.
- Explain how good customer service creates value as a commodity and affects sales, profitability, and long-term growth.
- Demonstrate techniques to increase customer satisfaction and service within your organization.
- Participate in an open discussion with two service customers to hear their definition of value and what they expect from high quality service providers.

Instructor

Clay Daniels is the Vice President – Service & Solutions Midwest, US Engineering. He joined U.S. Engineering in 2010 as a large construction project manager after serving more than 10 years in the Army and five years in Special Forces. He served as a project manager at U.S. Engineering for three years before transitioning into his current position. Clay attended the United States Military Academy at West Point where he played varsity football and graduated in 2000. Clay holds an MBA from the Bloch School of Business at UMKC.



Clay Daniels

5. Financials for Service

After completing this seminar, you will be able to:

- Explain different financial models used in service divisions vs. construction.
- Identify key benchmarks used in mechanical service and how key performance indicators are used to measure the health of an organization and help establish business strategies.
- Identify causes of service profit killers for various types of service work and contracts.
- Outline the real cost of an hour of labor, associated costing/billing inefficiencies, and how the field technician impacts financial outcomes.
- Demonstrate methods to improve the financial performance of a service division.

Instructor

Leah Gutmann offers management and training solutions for the whole company. As a consultant, Leah brings her hands-on experience in finance, risk management, human resources, operations, and strategic planning to companies seeking a unique approach in preparing their company and employees industry success. Leah assists companies in setting visionary, challenging, and realistic growth goals.



Leah Gutmann

6. Getting Things Done in A Fast-Paced Service Environment

After completing this seminar, you will be able to:

- Demonstrate skills to get and stay organized and how to manage your time.
- Identify the most important things work on and demonstrate methods to prioritize your To Do list.
- Identify what and how to delegate.
- Proactively manage work to stay focused and manage deadlines.
- Gain knowledge on how to use technology effectively to increase efficiency and productivity.

Instructor

Tom Axtell is the President of Lexington Plumbing. He represents the third generation of this family business and has been managing the Service Department for the last twelve years. Tom is a Master Plumber licensed in all the municipalities of the Kansas City Metro Area. Tom serves as the MCAKC Vice President and Chair of the Board of Education.



Tom Axtell

7. Emotional Intelligence

After completing this seminar, you will be able to:

- Identify the difference between IQ and EQ and why it matters to your career.
- Explain the components of Personal Competence and Social Competence.
- Interpret your EQ assessment and apply strategies for improving your EQ.
- Explain the science of emotional intelligence and how to deal with the emotional hijack.

Instructor

Leah Gutmann offers management and training solutions for the whole company. As a consultant, Leah brings her hands-on experience in finance, risk management, human resources, operations, and strategic planning to companies seeking a unique approach in preparing their company and employees industry success. Leah assists companies in setting visionary, challenging, and realistic growth goals.



Leah Gutmann

8. Service Agreements

After completing this seminar, you will be able to:

- Recognize the different types of service agreements and analyze the differences and impacts of each.
- Identify the types of service contracts that work best in different situations.
- Explain pricing methods and strategies and apply these methods in practice scenarios.
- Explain the difference between proactive service, reactive service, and preventive/predictive service and how it relates to the service agreement.

Instructor

John Maske is an Account Executive at Johnson Controls Inc.



John Maske