

► Our C3 competition included an air balancing challenge, sponsored by National Comfort Institute. PHCC sponsored a plumbing and hydronics competition. Here's David Richardson of NCI with a contestant.

- Don't call your employees technicians, call them experts.
- To know your customer, know their "DNA"
- Less is a mindset — make it value-based.

ENGAGE EMPLOYEES

Steve Coscia, the customer service industry's foremost quoted authority on the topics of maximizing revenue, enhancing customer experiences and increasing customer retention, presented the session "High Octane Service Management."

The session covered disciplines such as setting performance expectations, providing valuable feedback, leading effective meetings and taking corrective action.

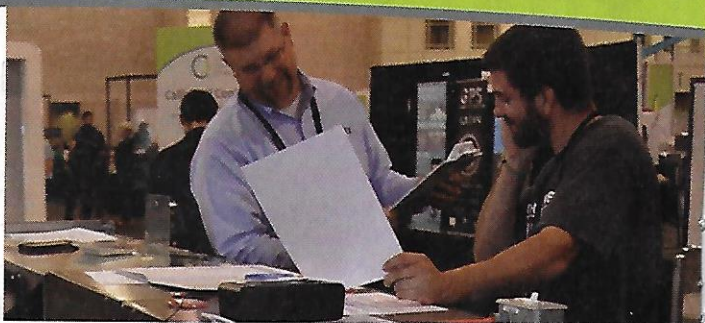
"Service managers talk about better engagement during weekly service meet-

ings," said Coscia. "The manager assumes employees want to hear things. But the No. 1 rule of instructional design is if you want them to hear it, you talk, but if you want them to learn something they talk. In this session we talked about how to engage with employees when they talk to one another, so they have a higher level of awareness.

"We focus on the behaviors that front-line people to have a better customer service experience," added Coscia. "Everything is about the experience — not what you install. It's important to make the customer remember you for making them feeling great, not what they installed."

Other popular sessions included:

- Tom Casey, on how to generate 50 genuine leads from your website each month.
- Joseph Elias Phillips of ServiceTitan, on Data-Driven Strategic Marketing
- 'Tec Daddy' Charlie Greer, on How to Beat Low Bidders in Replacement Sales
- Tom Krygsheld, owner of 2016 Contractor of the Year, Illiana Heating & AC, and his GM Kevin Frump, spoke on sustaining Generations of Excellence
- Brigham Dickinson, on The Qualities of a Great Service Manager
- Dr. Kerry Webb, on Creating Customers for Life with Energy Savings Agreements
- and more than 30 other presenters.



Women in HVACR CONFERENCE

RECRUITING IS AN ART FORM

"Recruiting to Find Top Talent" fea-

continued on p.30

Women in HVACR held its annual conference in conjunction with Comfortech. On the eve of their meeting, members attended a fine reception at Maggiano's Little Italy. The next day, members heard from a great roster of presenters, including Marjorie McAllister, Ruth King, Marny Lifshen, Woman of the Year Tonya Collins, Julie Decker, Jen Stueber and Danielle Putnam. Workshops included a focus on networking.



◀ Outgoing WHVACR President, Marjorie McAllister (left) and board member Colleen Keyworth (right), with \$2000 scholarship winner Jen Stueber, vp, Blue Ridge Heating & Cooling, Inc. Additional scholarship prizes were provided by Cooper Atkins and Yellow Jacket.

▲ Incoming WHVACR President, Julie Decker, distribution sales manager, Carlisle HVAC Products, said 2017 will include increased outreach to prospective members, and continued presence at a wide variety of industry events.

► WHVACR conference attendees stood for a final photo at the conclusion of their great meeting.

