



# GETTING LEAN AND MEAN IN PENNSYLVANIA

Elevating our Business at Every Level

PPMCSA.org • 717-939-1781

**After two straight warm winters** and the continued shrinkage of the heating oil base in Pennsylvania, you as company owners and managers will continue to face challenges at every turn. Company leaders will need to make better and sharper decisions to avoid bad outcomes. And our company employees will need to perform their jobs better or risk the loss of those jobs due to attrition. PPA has chosen to play a key role in supporting your ability to perform at the highest levels, bringing the “**Getting Lean and Mean**” workshops to your area.

Subsidized heavily with NORA funds, the “Getting Lean and Mean” workshops will give dealers and employees the tools they need to create better outcomes with their customers and stronger results for their business. The training will be conducted by Warm Thoughts Communications and the training will include two tiers.

**Tier 1 – Superior Customer Service and Selling Skills:** After two straight warm winters, we are in desperate need of revenues. Every customer is more valuable than ever and every sale is more critical to close. These sessions will focus on helping employees improve customer relations, generate more leads, and close new business opportunities. Employees who attend these morning sessions will learn:

- ▶ **How to identify and answer the “hard questions”** they will face about conversion or other customer-losing activities.
- ▶ **Ways to improve their ability to upsell our products and services** so that sales reps have more leads to work and more sales to close.
- ▶ **The importance of customer-retention** and overview of industry best practices for holding onto gallons.
- ▶ **Understand how to champion your company** and its products/services effectively.

**Tier 2 – KPIs for ROI: Management Training:** Best in class companies don’t leave their fate to the weather. They rely on key performance indicators and a system for decision-making that minimizes risk, increases profitability and steadies what can sometimes feel like a listing ship. These sessions will focus on the metrics, data and best-in-class standards so that leaders like you will have the tools they need to achieve strong company performance, regardless of the weather. These afternoon sessions will cover topics such as:

- ▶ **What are our top three KPIs?** What should they be, and what are the levels my company should be performing at?
- ▶ **How do we establish our marketing budget?** What should I spend to sustain my current business? What do I spend to grow? Where should I invest? What should I avoid?
- ▶ **Do I have communication training and coaching in place for my team?** What should it look like? Do they know how to maximize email, texting, social media and phone skills? Will they ask for additional business? Do I have a spiffing strategy and can it work?
- ▶ **What should my sales compensation structure look like?**
- ▶ **Am I sized right for today’s market?**
- ▶ **Is my HVAC work balanced correctly?** How are my three revenue streams (installs, repairs, agreements) performing? And what should the right ratios be?

**Enroll now! See reverse for dates and locations.**

# Reserve your spot today!

To enroll, go to: [PPMCSA.org/non-technical-courses/](http://PPMCSA.org/non-technical-courses/)

Eight training sessions have been scheduled around Pennsylvania this summer and fall. Each session will be conducted by industry expert and veteran trainer, Ed Cardell. Strengthening your business operations from top to bottom will not only lead to better results, but it's a must-do in the current climate! Take advantage of the "Getting Lean and Mean" workshops and elevate your business at every level.

## Training dates, times and locations:

### August 22, 2017

**Chester County Economic Development Council**  
737 Constitution Drive • Exton, Pennsylvania 19341

<b><i>Superior Customer Service &amp; Selling Skills:</i></b>	9 a.m. – 12 p.m.
<b><i>Catered Lunch:</i></b>	12 p.m. – 1 p.m.
<b><i>Getting Lean and Mean – Management Seminar:</i></b>	1 p.m. – 4 p.m.

### August 24, 2017

**Lehigh Valley: Sands Bethlehem**  
77 Sands Boulevard • Bethlehem, Pennsylvania 18015

<b><i>Superior Customer Service &amp; Selling Skills:</i></b>	9 a.m. – 12 p.m.
<b><i>Catered Lunch:</i></b>	12 p.m. – 1 p.m.
<b><i>Getting Lean and Mean – Management Seminar:</i></b>	1 p.m. – 4 p.m.

### October 3, 2017

**Willow Grove (now Horsham): The Manor House at Commonwealth**  
300 Tournament Drive • Horsham, Pennsylvania 19044

<b><i>Superior Customer Service &amp; Selling Skills:</i></b>	9 a.m. – 12 p.m.
<b><i>Catered Lunch:</i></b>	12 p.m. – 1 p.m.
<b><i>Getting Lean and Mean – Management Seminar:</i></b>	1 p.m. – 4 p.m.

### October 4, 2017

**Red Lion Hotel Harrisburg Hershey**  
4751 Lindle Road • Harrisburg, Pennsylvania 17111

<b><i>Superior Customer Service &amp; Selling Skills:</i></b>	9 a.m. – 12 p.m.
<b><i>Catered Lunch:</i></b>	12 p.m. – 1 p.m.
<b><i>Getting Lean and Mean – Management Seminar:</i></b>	1 p.m. – 4 p.m.

**Sign up today: [PPMCSA.org/non-technical-courses/](http://PPMCSA.org/non-technical-courses/)**  
If you have any questions, contact Ted Harris at 717-578-4026