



Jennifer Shooshanian has been in the HVAC industry for nearly three decades. She is BDR's Lead Service Trainer and Senior Service Coach. She is the industry-leading authority in Service.

Jennifer's classes offer strategies for structure, growth, and profitability that will help dealers recognize the tremendous profit potential of a well-structured Service Department.

LEARN HOW TO "WEATHERPROOF" YOUR BUSINESS

Learn how to create a company that no longer runs from "hot to cold" by weatherproofing your business with a well-managed, profitable maintenance agreement program.

By developing your maintenance program, you will be able to:

- Stabilize profits and cash flow
- Develop a long-term client base instead of one-time customers
- Learn strategies to generate a steady pool of replacement leads
- Retain a consistent labor force by providing work year-round

Why build your maintenance program?

Those who own the maintenance agreement own the replacement.



"We had let our maintenance agreement program go to the way side. This class gave us the tools to start a profitable program and a start to making the service department profitable."

Chris Goodman



Space is limited – sign up today!

Call Angie Swartz @ 206-870-1880 ext. 1120

Residential Maintenance

• Build a maintenance agreement offering that your team believes in

• Develop your maintenance agreement growth and profit plan

• Position your company for recurring revenue and future replacement sales

Class Outline

1. Class Mission
2. Program Creation
3. Renewal & Payment Strategies
4. Pricing a Profitable Agreement
5. Growth Plan
6. Marketing Plan
7. Strategies for Maximum Profit
8. Program Management Essentials
9. Team Training & Motivation
10. Implementation

When & Where:

- March 21-22, 2019 in Dallas / Fort Worth, TX

Who Should Attend:

- Owners - Dispatchers
- Service Managers - Lead Service Technicians

Accommodations:

- Hotel recommendations will be sent in your class Welcome Packet

What's Included:

- Continental Breakfast
- Break Snacks
- Lunch
- Course Book & Materials



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Register Online at www.bdrco.com or fill out and return this form

Company Name:			Contact:			
Card #:			Card Type:			
Name on Card:		Exp.	/	CID#		
Billing Address:			Email:			
City:	State:	Zip:	Company Phone #:			
Contact Person			Email:			
<input type="checkbox"/> I hereby authorize payment to be processed using the credit card provided above and agree to the cancellation terms.						
<input type="checkbox"/> I hereby authorize payment to be processed using my payment method on file with BDR for my coaching program.						
Authorized Signature:				Date:		
Important Notes		Class Fee			Payment Plan (Check Below)	
Fee does not include travel, lodging or dinner. Fee is noted in US Dollars.		Sign up	By: 2/21/19	After 2/21/19	1 Payment	
		First Attendee	\$ 995.00	\$ 1,095.00	3 Payments (If registered minimum 3 months prior to class.)	
		Each Additional	\$ 900.00	\$ 1,000.00		
<i>For cancellations 30 days prior to event, there is a \$200 per person cancellation and/or transfer fee to move to another session. Note: New sessions may take place in a different location from the session you originally registered for. Cancellations received within 10 days of the class are non-refundable.</i>						
Attendee Name	Job Title	Email Address			Fee	
1						
2						
3						
4						
Referred by:					Total:	