



Jennifer Shooshanian started in the HVAC industry at Jacobs Heating & Air in 1991.

She ran Jacobs Heating's service department, consistently achieving high standards. After 6 years, the service dept's revenue & net profit increased by over 50%, using fewer techs than when she started. The growth was significantly impacted through commercial service and maintenance.

BUILD A MAINTENANCE PROGRAM THAT POSITIONS YOU FOR REPLACEMENT SALES

Commercial Maintenance Sales is about capturing of high-margin negotiated commercial replacement sales

This is accomplished by creating strong, loyal customers through service relationships. These service relationships assist in stabilizing service revenues, allowing for planning and growth of the service department.

Why is Commercial Maintenance critical to your future?

Every \$1 of Commercial Maintenance generates \$2-\$4 of repair and replacement revenue and can be as high as \$13.

Remember: The one who has the maintenance agreement gets the replacement sale!

"I loved the structured roadmap that I can follow to be successful and profitable."

Doyle Wells, AirCo



Space is limited – sign up today!
Call Angie Swartz @ 206-870-1880 ext. 1120

Your Commercial Maintenance Sales program is an investment that will pay you back in profit year after year.



Class Outline

1. Class Mission	6. Sales to Service Hand Off
2. Financial Justification	7. Client Retention & Performance Reviews
3. Surveying, Estimating, & The Proposal	8. Recruiting
4. Sales & Marketing	9. Tooling & Training Plan
5. Managing & Owning the Sales Process	10. Implementation

When & Where:

- February 20-22, 2019 in Seattle, WA

Who Should Attend:

- Owners
- Sales Managers
- Service Managers



Accommodations:

- Hotel recommendations will be sent in your class welcome packet

What's included:

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



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			Select One	Payment Plan
Fee does not include travel, lodging or dinner. Fee is non-refundable. Fee is noted in US Dollars.	Sign up	By: 1/20/19	After 1/20/19		1 Payment
	First Attendee	\$ 1,200.00	\$ 1,300.00		3 Payments If registered minimum 3 months prior to class.
	Each Additional	\$ 1,000.00	\$ 1,100.00		
<i>Cancellations received within 10 days of the class are non-refundable. There is a \$200 per person transfer fee to move to another session. Note: New sessions may take place in a different location from the current session.</i>					
Attendee Names	Job Title	Email Address		Fee	
1					
2					
3					
4					
Referred by:					Total: