

BAY AREA CHAPTER



NORTH BAY SAN FRANCISCO GREATER OAKLAND
SAN MATEO SANTA CLARA

Don't miss this NEW SMACNA Chapter Education Program

**Start and Build a Profitable Service
and Replacement Department**

Operating a service and replacement department is a different mindset than a profitable construction department. This half day session provides the key information related to sales, marketing, financial, and other activities that help you start and sustain a successful service and replacement department, building on the SMACNA Residential and Light Commercial Service and Replacement Manual.

Ruth King is a nationally recognized HVAC industry consultant and contractor whose goal for the past 28 years has been to help HVAC contractors get and stay profitable.

Presented by

Ruth King

CEO Business Ventures Corporation and HVACChannel.tv

Thursday, March 30, 2017

8:30 a.m. — 12:30 p.m.

No charge for Member Firm Attendees

Bay Area SMACNA Training Room

7677 Oakport Street, Suite 805

Oakland, CA 94621

510.635.8212

Please register via email to npirrone@bayareasmacna.org
or via fax to 510.635.0320

Name _____ Company _____

Phone _____ E-Mail _____

Attendees _____

_____ Total # Attendees _____

Start and Build a Profitable Service and Replacement Department

Overview

Attendees will learn what it takes to operate a profitable service and replacement department, the role of maintenance agreements in that growth, and for those not yet started, a start-up process to begin a successful residential and light commercial service and replacement department.

The session builds on the SMACNA Residential and Light Commercial Service and Replacement Department Manual authored by Ruth King.

Agenda

- ◆ Introduction
- ◆ Maintenance - where it all begins
- ◆ Pricing service, maintenance, and replacements
- ◆ The role of a service manager, dispatcher, and field personnel
- ◆ Marketing maintenance agreements - residential and commercial
- ◆ Marketing service and replacement
- ◆ Tracking requirements
- ◆ Wrap up

About the Instructor:



Ruth King has over 25 years of experience in the hvacr industry and has worked with contractors, distributors, and manufacturers to help grow their companies and become more profitable. She is president of HVAC Channel TV and holds a Class II (unrestricted) contractors license in Georgia.

Ruth is the #1 Best Selling author of the *Courage to be Profitable*, and two other award winning books: *The Ugly Truth About Small Business* and *The Ugly Truth About Managing People*.

Ruth holds an MBA in finance from Georgia State University. She also holds a Bachelor's and Master's Degrees in Chemical Engineering from Tufts University and University of Pennsylvania, respectively.