



# "Service Fitness"

## A DVD Training Program

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*Presented by*

**Quality Service Contractors  
Of the Plumbing-Heating-Cooling Contractors National Association**

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## Preface

You are about to receive a leading edge, industry-specific training program as brought to you by the Quality Service Contractors (QSC). *Service Fitness* was developed for the service trade industry in mind. The program consists of the DVD series, participant manual, leader's manual, and discussion questions, frequently asked questions along with sample scripts, conflict role-plays, and sales role-plays. This is not a canned or an off the shelf program, *Service Fitness* was designed and presented to provide users with a secret and a ongoing training weapon which can be utilized throughout the year.

The program consists of forty-two training modules, each with a narrative as to the goals of the module and what each participant needs to master in order to move to the next session. The participant manual is a tool that each participant can use to follow-along with the DVD program and includes the discussion questions and other information needed in order to master the material. The program was designed to utilize discussion teams, so groups need to be established at the beginning of each module. The information will be presented in a *tell, show, do* format; we tell them what we are going to cover, cover the information then we have them go over what we covered to insure that they have mastered the information. The leader's manual is for the person in charge of leading the discussion groups; the program pretty much runs itself, but someone needs to be available to "pause" the DVD or to insure groups are discussing the information in a professional and positive manner. The leaders' manual provides a brief narrative for the person running the session and a few simple training tactics that the leader can use if needed.

Each module was designed to last between from 30 to 60 minutes which includes training DVD, discussion questions and exercises. This makes it ideal for your weekly service meetings, and provides you with at least 42 weeks of improvement. The module names are self explanatory and can be used to supplement or to improve a problem area or to help push your company through a tough spot. *Service Fitness* is a condensed and intensive training program designed to be flexible, effective, industry specific, entertaining and a cost effective way to help your company achieve Peak Service Fitness.

## Table of Modules

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1. Introduction
2. Price versus value you decide
3. What does the customer really want?
4. What is the golden rule of customer service?
5. Customer Service is a mathematical proposition
6. Why we need to make a profit?
7. What does it really cost to run a real legitimate service business?
8. The customer service checklist
9. Introductory procedures and your impression
10. Emotional intelligence, be wary of embarrassing and potential conflicts, and providing what the customer wants
11. Departing procedures, follow-ups and add-ons
12. Handling complaints introduction
13. Why do people complain and what to do about it?
14. More complaint handling tactics
15. Frequently asked questions
16. Frequently asked questions
17. Frequently asked questions
18. Problem role plays 1A and 1B
19. Problem role plays 2A and 2A
20. Problem Role plays 3A and 3B
21. Improving inter-company communication
22. Types of Communication
23. Communication Misconceptions, listening, and phone tactics
24. Your company image and how everyone in your company sells

## Table of Modules

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25. Why people don't like to sell?

26. Why people Buy?

27. Selling to your strengths and overcoming sales fear

28. What makes your company unique and learning to gather information

29. Proving the customer options and solutions

30. Finalizing, overcoming objections, and negotiations

31. Consultative selling and role play set-up

32. Role Play 1

33. Role Play 2

34. Role Play 3

35. Role Play 4

36. Role Play 5

37. Role Play 6

38. Recruiting and the introductory to leadership

39. Leadership and personalities

40. Attitudes, coaching and holding people accountable

41. Dealing with difficult co-workers

42. Summary