



*Driving Profit  
& Growth*

## **SPECIAL ANNOUNCEMENT**

BDR & HEARTLAND DSO  
Present

### **Service Dispatch University**

November 3-5, 2010  
St. Louis, MO

Dear Steve,

For the first time, BDR is taking Service Dispatch University (SDU), one of our most popular BDR University workshops, on the road. We have partnered with the Heartland DSO to bring SDU to centrally-located St. Louis, Missouri. Our hope is that the dealers who in the past have not been able to travel to Seattle will now be able to attend this dynamic workshop.

As your distribution footprint is regionally located near St. Louis, we wanted to make sure your dealers were aware of this opportunity. Our goal is to have this workshop filled with Trane dealers. I have enclosed 25 sign up forms and 25 testimonial summaries from past SDU attendees for you to share with your dealers. Please do not hesitate to call if you would like more information or additional sign up forms.

By attending SDU, dealers will learn how to drive profitability in their service department through improved dispatching, scheduling, and customer service. Having a profitable service department will allow dealers to cover their overhead and pay their bills on time.

Sincerely,

**Matt MacArthur**, *Manager of Dealer Training*  
**Business Development Resources, Inc.**  
**BDR – Driving Profit & Growth**

19604 International Blvd, Suite 200  
SeaTac, Washington 98188  
(206) 870-1880, extension 111  
(206) 870-1820 - Fax

#### **DEALER TESTIMONIALS**

"We all are here to make our department more profitable and this class shows how to accomplish our goals. Thank you for teaching with charisma & making it fun."

*Pond's Plumbing & Heating*

"Learned more than I ever thought I would. We received the tools and resources to take our service department to the next level."

*Standard Heating*

# Service Dispatch University

In St. Louis!



**SDU is going on the road for the first time! Join us in St. Louis on Nov 3-5**

**BDR**

*Driving Profit & Growth*

## Top 10 benefits of attending Service Dispatch University



10. Learn to reduce time spent on service calls through improved dispatching – *Savings of as little as 10 minutes per call can generate an extra \$66,000 in revenue per technician*
9. Develop telephone scripts and learn proper phone etiquette to provide consistently high levels of customer service
8. Take home BDR's performance and efficiency tracking database
7. Build strategies to manage and increase maintenance agreements
6. Become a more confident dispatcher
5. Return home with a completed technician service zone map – *a 48" x 60" color map of your service area is included in the price of the class*
4. Find out how to properly manage pending work
3. Better understand your role as a dispatcher and how you can help your company improve its Service Department
2. Reenergize yourself as you spend 2½ days totally focused on improving your dispatching skills
1. Get your degree in dispatching

### What:

BDR's hands-on service dispatching workshop

### Who:

Service Dispatchers,  
Service Managers,  
Owners

### When:

November 3-5, 2010  
Wed – Fri  
*(last day ends at Noon)*

### Where:

Heartland Trane  
3661 Corporate Trail Dr.  
Earth City, MO 63045  
*Non-Trane dealers may attend*

### Accommodations:

Hotel recommendations  
will be sent in your class  
welcome packet

### What's included:

- Continental breakfast
- Buffet lunch
- Break snacks
- 48" x 60" color map of your service area

### What to bring:

- Home addresses of service technicians
- Four days of service timecards for one Service Technician, along with the corresponding service invoices
- Laptop optional

**Space is limited – Sign up today!**

**Don't miss this opportunity to take your dispatching skills to the next level.**



**You will return to your company newly motivated and armed with the knowledge and skills to be the best!**

## Raves & Reviews from Previous Attendees

- ❖ "I sent a good hire, and got back a great dispatcher" – Mark Timmerman; Owner of Mark Air
- ❖ "The second time I attended SDU I had a better understanding of why we needed to dispatch the way BDR is showing us. I also picked up a lot of things I missed on the first time. We streamlined the process we had already put in place. We also added several things that we had not put in place yet. The third time I attended everything seemed to make sense and really flow. I would recommend taking the lead tech with them. If they can get the leader of the pack on their side the whole transition is easier. The rest of the techs will follow the leader." – Jerry Dixon; Service Manager of Kendall County Air

[www.bdrprofitcoach.com](http://www.bdrprofitcoach.com)

206-870-1880

206-870-1820 fax

# Service Dispatch University



**What** BDR's Service Dispatching Workshop  
**Who** Service Dispatchers, Service Managers, Owners  
**When** November 3-5, 2010 (Wed. - Fri.)  
**Where** St. Louis, Missouri

**Accommodations**

- Hotel recommendations will be sent in your class welcome packet

**What's included**

- Continental breakfast
- Buffet lunch
- Break snacks
- 48" x 60" color map of your service area

**What to bring**

- Home addresses of your Service Technicians
- Four days of service timecards for one Service Technician, along with the corresponding service invoices
- Laptop (optional)

**Overview**

This hands-on workshop will give dispatchers the tools to be successful at their job and take their dispatching skills to the next level.

**Major Objectives**

- Develop and refine dispatching and scheduling techniques that improve labor management, enhance customer service, and drive revenue
- Improve customer service skills through the development of scripts and phone etiquette skills
- Understand and apply reporting that will track your service department's daily performance through BDR's 8 for 10 database (included)
- Strategies for managing maintenance agreements

**Travel**

You will be receiving a welcome packet that will include travel planning suggestions. We are recommending that flight arrangements be made 21-28 days before travel. Your return flight should be scheduled after 3:30PM on the last day of class.

Company Name:		Contact:		
Card #		Card Type:		
Name on Card	Exp.	/ /	CID#	
Billing Address:				
City:	State:	Zip:	Company Phone #	
<i>I hereby authorize payment to be processed using the credit card provided above and agree to the cancellation terms.</i>				
Authorized Signature			Date:	
<b>Important Notes</b> Fee does not include travel, lodging or dinner.  Fee is non-refundable  <i>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>	<b>Class Fee Per Company</b>			<b>For BDR Accounting Use Only</b>
	Sign-up:	By 10/3	After 10/3	
	First Attendee	\$1,895	\$2,095	
	Each Additional	\$999	\$1,199	
Referred by:				
<b>Attendee Names</b>	<b>Fee</b>	<b>Comments</b>		
1		Attn: Angie Swartz		
2				
3				
4				
5				
<b>Total</b>				
www.bdrprofitcoach.com 206-870-1880 206-870-1820 fax				

# BDR

# Service Dispatch University ATTENDEE TESTIMONIALS

## Service Dispatch University

*BDR's hands-on service dispatching workshop will give dispatchers the tools they need take their dispatching skills to the next level.*

### Who Should Attend:

*Owners, Service Dispatchers, and Service Managers*

### When:

*Nov 3-5, 2010  
Wednesday - Friday*

### Where:

*St. Louis, MO*

**Call 206-870-1880  
to sign up**

**Jennifer Shooshanian** started in the HVAC industry at Jacobs Heating & Air in 1991. Her experience includes new construction & retro-fit, but her specialty is service. She ran Jacobs Heating's service department for 6 years, consistently achieving high standards in efficiency, profitability, and growth. 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.

### Steve Cashner

Custom Air Inc.

SDU  
Seattle, WA

"Outstanding presentation - time fly's when you're kept busy, and involved in the class. Never a dull moment. Jennifer is the "BOMB" when it comes to knowledge and presentation."

### Dana Bertolini

AirTemp Alaska, LLC

SDU  
Seattle, WA

"It put the punctuation mark on my commitment & resolve to make our Service Dept Profitable! Great "Pearls of Wisdom" from Jenn & Angela, based on their experience."

### Will Winchester

Poudre Valley Air

SDU  
Seattle, WA

"This was my 2nd trip. For me it was not only good to see what I still have left to do, but it was also good to see how far we have come. A good reminder of where I want to be, keeping me focused."

### Sherry Martin

All Plumbing Heating & Cooling

SDU  
Seattle, WA

"I have more than enough materials to change the direction of our company in an extremely positive direction. Extremely positive presentation. Professional planning & flow of materials."

### Erin Clayton

Canady's Precision Air

SDU  
Seattle, WA

"So much material to take home!! Our company had implemented several items discussed during SDU. It was nice to have a further explanation on my day to day activities. "

### Donna Grooms

Southern Services of Lexington

SDU  
Seattle, WA

"It was a great experience , and we have truly learned a lot that we will implement."

### Kimberly Merritt

Standard Heating

SDU  
Seattle, WA

"Learned more than I ever thought I would. Received the tools and resources to take our service department to the next level. Met a great group of people to network with."

### Adam Gloss

Bel-Red Heating & A/C

SDU  
Seattle, WA

"Great Energy! I got some real pearls, thank you! Jennifer & Angela really know their stuff, well thought out, explained & documented. The exercises were most helpful."

### Christina Bawman-Weaver

Thomasson Enterprises

SDU  
Seattle, WA

"I have been to service training for the RV Industry and this by far was more interesting and less boring. I loved all of it very excited. "

### Matthew Zornes

Lightning Heating & Cooling

SDU  
Seattle, WA

"I learned a lot on company structure and was reaffirmed in some of my current ideas. Work will be more fun once I get organized. "

### Melissa Hennessey

Hettinger & Shuck

SDU  
Seattle, WA

"Enjoyed the enthusiasm, gave me several ideas on improving and probably making my job easier. A lot of great information."

### Leslie Boley

Custom Air Inc.

SDU  
Seattle, WA

"Jennifer is great, she helped me understand how to do a better job."