



PROACTIVE SERVICE® – THE SERVICE IN BUSINESS PROMOTION BY TECHS

Do you have an expectation – either formal or informal – that your field service technicians will promote your products and services? Are you disappointed with the results? If so, then spend 45 minutes with Jim Baston who will explain why these “selling” initiatives often fall short and what you can do about it. Jim will be hosting a webinar entitled **Proactive Service® – The Service in Business Promotion by Techs**.

The field service technician has a unique insight into their customers’ needs and often have direct access to decision makers. Who better than the field team to promote your products and services? Unfortunately, its difficult to get enthusiastic participation from the team and, in many cases, the initiative loses momentum.

During the webinar, Jim will provide some insights into why many initiatives fail to reach their potential and what any service provider can do to address this. He will also provide a brief overview of a program offered through the Canadian Education Council entitled **Proactive Service®**. The **Proactive Service®** workshop is designed for technicians to help them recognize their role in proactive business development as part of the service they provide and how to engage the customer in conversation. This workshop has received Gold Seal Certification and can play an integral role in your initiative to engage your field service team.

Date: Tuesday, January 29th, 2019

Time: 12:00 PM to 1:00 PM Eastern

To register click on the link or go to : <https://attendee.gotowebinar.com/register/831693944499193091>

For further information please contact Tania Johnston (613) 232-5169 or tania@mcac.ca



Jim Baston is President of BBA Consulting Group Inc., a consulting and training firm located in Ontario, Canada. Jim has worked with thousands of field service professionals and their management in a broad range of industries across North America and in Europe to help them develop the systems, processes and focus to implement a successful **proactive business development** strategy.

Jim is actively involved in the service industry and has led seminars and workshops in conjunction with ORAC, the Mechanical Service Contractors of America (MSCA), the Mechanical Service Contractors of Canada (MSCC), The Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI), Service Excellence Corps, the Canadian Education Council (CEC), Local 787 Joint Training and Apprenticeship Committee (JTAC) and the Field Service Forum (Amsterdam). Jim is also a contributor of articles to Field Service Digital (www.fieldservice.com), Field Service News (UK) (www.fieldservicenews.com) and HVACR Business magazine (www.hvacrbusiness.com).

Jim is the author of **Beyond GREAT SERVICE**, a book about the role of the service technician in proactive business growth. Jim has also written a companion book for **Beyond GREAT SERVICE** that provides a step by step approach for service managers to successfully develop a Proactive Service® approach through their field teams.

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