



The Fitting Connection

April 2009



April Golf Tournament

There will not be an April lunch meeting! The Tenth Annual PHCC North Texas/Spartan Tool Golf Tournament will be April 21, 2009 at 1:00 pm Brookhaven Country Club at the newly completed Championship Course. Sign up forms are on page 12 and 13. Please send in your Sponsorship and Player registration as soon as possible. Our tournament is a month earlier this year.

This year a portion of the proceeds from the Golf Tournament will go to help with the New Ronald McDonald House. The Ronald McDonald house provides a place for families to stay while their child is being treated at Children's and Scottish Rites Hospitals. The Ronald McDonald House only charges the family \$10 a night for their stay.

If you have not already signed up to play or to be a sponsor, there is still time. We need you help to make this event a big success again this year! **We need raffle items!! If you don't have time to get something and want to donate, Aggie and I will be happy to help.**

Winston Water Cooler has again donated a Yildiz Over & Under Shotgun for PHCC to raffle for the proceeds to go to the Tournament. The tickets are \$10 each or 3 for \$25. The drawing will be held at the April 21st Golf Tournament. You do not need to be present to win. If you want tickets please call Barbara or Aggie at 972-818-1990.

PHCC Golf Tournament
(No lunch Meeting for April)
April 21, 2009
Brookhaven Country Club
3333 Golfing Green Drive
Dallas, TX 75287
1:00 pm Shotgun Start

PHCC North Texas
4340 Highlander Drive
Dallas, Texas 75287
972-818-1990
972-818-2105-fax
www.phccnorthtexas.org



Thank You to our Sponsors

2009 Tenth Annual PHCC North Texas/Spartan Tool Golf Tournament Sponsors

Title Sponsor—Spartan Tool

Drink Cart—AG Van/Adrian Tool

Masters Platinum

Easter & Sons Supply

Trade Source

Masters Gold

APHCC Texas

Ferguson Plumbing Supply

Fuelman Of DFW

Morrison Supply

The Steam Team

Winston Water Cooler

Eagle

Apex Supply

Atmos Energy

Drain Doctor

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Baker Brothers

Casa View Plumbing

Birdie

Baker Brothers

Century Mechanical

Enterprise Plumbing

First Cardinal

Polk Plumbing

Hole in One

Reliable Chevrolet

Brookhaven Country Club

Thank you to these companies who have donated Raffle Items and **“Goodies”** (as of April 6th)

Aerotek Constuction

Atmos Energy

Bill & Barbara Hogue

Cigne Jewelry

Clinton Stanford

First Cardinal

Herndon/McFarland

Hugh Cunningham

Mary Kay Cosmetics

North Dallas Bank

PlumbRight Services

PrePaid Legal

Reliable Chevrolet

S & K Plumbing

Shost & Company

Contractor Profile

The Contractor Profile for April will feature SPC Mechanical, 401 S. Sherman Street, Suite 111, Richardson Texas 75081.

www.spcmechanical.com

Gary Seiferd is the owner. Gary grew up in the valley west of Los Angeles, California. His step-father was a plumber and he followed in his footsteps. Immediately after high school Gary enrolled in a union apprenticeship program. He worked as an apprentice during the day and took two night classes a week for five years. He is now a master plumber who is certified in medical gas. Shortly after his marriage to Sharlie Keys, they moved to Texas to start a new life together. The Seiferds have two adult children, daughter Lindsey and son, Shane (who works alongside his father at SPC Mechanical) and two granddaughters Maya (7) and Camilla (7 months).

Contractor Profile continued

Gary opened SPC Mechanical on the first of February 2008. The company specializes in the installation of plumbing and medical gas systems in commercial buildings. With over 39 years of experience Gary felt it was time to go into business for himself. Prior to the creation of SPC Mechanical, Gary was the plumbing division manager for Air Performance Mechanical (formally Ridenour Mechanical). He has plumbing experience doing jobs that range from \$200 to \$1,000,000. No job is too small and no job is too big **for SPC Mechanical. Gary's son, Shane joined the company in July of 2008 to help with the day to day operation of the company. Shane has a general business degree from Texas Tech University class of 2002. Currently SPC Mechanical is trying to adapt to the challenging business climate. The PHCC has created a great environment for SPC to build relationships and hear about new products.**



State Talk by Nancy

HAPPY EASTER FROM PHCC TEXAS!

LEGISLATIVE UPDATE:

The 81st Texas Legislative Session is a busy one! Here are the plumbing and air conditioning legislative bills that could affect your business:

SB 1410/HB2697: Responsible Master Plumber clarification bill: This bill clarifies the difference between a Responsible Master Plumber and a Master Plumber. It does not amend the plumbing license law itself. This bill is up for a hearing in the House shortly.

SB802/HB1758: This bill allows an apprentice who has completed a Department of Labor Office of Apprenticeship Program or a Texas State Board of Plumbing Examiners Board-approved program to apply up to 500 classroom training hours toward his Journeyman or Tradesman license exam requirements. It also allows an apprentice who has completed an associate of applied science degree in a plumbing technology program to apply those hours toward a Journeyman or Tradesman license. This bill passed both the Senate and House Committees and is waiting for a vote on the floor.

SB2192/HB3129: This bill amends Chapter 39 of the Business & Commerce Code to exempt licensed plumbing, air conditioning and electrical services from the "Third Day Right of Refusal." This law was designed to protect consumers from door to door sales transactions, but could be interpreted to include installation services.

SB627: Refers to liability for negligent hiring by in-home service companies and residential delivery companies. This bill passed a Senate Committee.

HB4323: This bill would allow the Texas State Board of Plumbing Examiners to issue an endorsement to a Master Plumber for a "multipurpose residential fire protection sprinkler specialist."

SB555: This bill would delete indemnification clauses in construction contracts. This bill passed the Senate and House Committees, the whole Senate and is waiting for a vote in the House.

YOU MAY READ THE TEXT AND HISTORY OF EACH BILL BY GOING TO www.capitol.state.tx.us

State Talk Continued

SIGN UP FOR THE PHCC STATE CONVENTION JUNE 11-13,2009 AT LAKEWAY RESORT IN AUSTIN!

The convention brochures have been mailed...if you didn't get one, go to our website www.phcc-tx.org or call us at (800) 831-9313 and we'll fax or send one to you.

This gorgeous resort is 18 miles northwest of Austin and offers spectacular views of Lake Travis and the Hill Country. Bring your family and enjoy a great vacation – boating, fishing, skiing, golfing, spa treatments – you can do it all, plus get some great networking and education!

Here are some of the highlights:

- How to Become a Certified Green Plumber
- Stop Going Out of Your Mind Over Change
- Transform Customers Into Long Term Followers
- Financial Resources in This Economy
- Turn Your Ideas Into Cash
- Disaster Preparedness
- Protect Your Identity
- New Legal Issues
- Finding Your Niche in Today's Market
- Legislative Update—What Happened in the Legislative Session

And More...A Product Show, Sunset Dinner Boat Cruise, Golf, Silent Auction and Patsy Cline! Sign up today!

2009—PHCC North Texas Associate Members

AG Van & Truck Murray Clark	Fuelman of DFW Tom Berry	Rainbow International South Tarrant County Steven Simpson
Apex Supply Mike Williams & Don McDonald	Hugh Cunningham Hal Haas	Reliable Chevrolet Cheryl Fulgham
Atmos Energy Bridget Wallace & Ronnie Frazier	Jahns Supply Paul Bradley & Ken Pittman	Skillful Improvement Ray Dettmer
Braswell & Associates Ken Reinhardt	Land Cannon Restoration Scott Pritchett	Sleeper, Sewell Insurance Spencer McClenahan & Travis Gibson
Champion Marketing Hunter Gordon	Leasing Associates Ken Weese	Southwest Foundation Carol Anders
Classic Chevrolet Herb Rolph	L L Roberts Group Jim Tyler & L. J. Roberts	Spartan Tool Mark Lincoln
Compusource, Corp Len Woodruff & Mark Sandburg	Lubrizol Bryan Hutton & Jim Price	Sunstate Equipment Cary Stone & John Sheehan
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Drain Doctor Charlie Sarao	Moore Supply Tony Fairless	Teter's Faucet Parts Jack Teter
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Exxon Mobil Fleet Sales Leesa Patterson	NIBCO John Seabaugh	The Steam Team John Kurek
FC Background Melanie Laird	Pepco Sales Steve Good	Toto, USA Brian Nickel
Fasest, Inc. Mark Oxler	PlumbMaster Keith Prichard	Trade Source Si McCurdy
Federated Insurance Adam Beck	PrePaid Legal Elsom Eldridge	Viega, LLC. Jaime Gomez & David Randall
Ferguson Enterprises Marc Cleere & Bill Jenkins	ProStar Marketing Jack Stringer & Mark Stokes	Westway Sales Charlie Hall
First Cardinal Raeshel Parker		Winston Water Cooler Randy Hazzard

News & Information

PHCC North Texas Annual Inspector Forum will be Tuesday, May 19th at Brookhaven Country Club from 11:30—1:00 pm

Trip to a see the 2008 Southern Division Champion Professional Baseball team, The AirHogs at Grand Prairie Ballpark. **We will be attending on a “Thirsty Thursday” (\$1 beer). Please let us know if you would like to attend.** The tentative date is Thursday, June 4th.



Welcome New Members

Sunstate Equipment Co.
Cary Stone
John Sheehan
1110 Jackson Road West
Carrollton, TX 75006
972-245-5656
972-466-4177—fax
www.sunstateequip.com
cstone@sunstateequip.com
jsheehan@sunstateequip.com

Fuelman of DFW
Tom Berry
1226 E. Weatherford St.
Ft. Worth, TX 76102
817-838-0123
817-222-3456-fax
www.fuelmandfw.com
tberry@fuelmandfw.com

Best Practice

Expanding Your Business Into New Markets

(The following explanation of vertical and horizontal growth as it applies to service companies is courtesy of Brad Dawson the managing director of LTV Dynamics, who has more than 27 years of management consulting experience. He serves as a contributing writer to a number of business and leadership publications. He can be reached at BLDawson@LTVdynamics.com)

During challenging economic times, companies often look for ways to expand their services by entering new markets. Business transformation can occur vertically or horizontally. Vertical transformation relies on maintaining a subset of your existing customer base and adding niche offerings that satisfy a smaller, more unique customer type (e.g., **only focusing on providing “green” services.**)

Businesses are looking to extend their customer relationships by offering services that address every **phase of the customer’s business cycle.** This **vertical transformation approach refines the company’s offerings,** reduces the number of potential customers, and increases the service rates.

Horizontal transformation occurs when businesses look sideways to those industries that are performing services that fit under a broader umbrella of customer service. For example, some plumbing contractors have branched out into installing fire sprinkler systems. While still plumbing in nature, these services allow contractors to move into a different, yet related, industry complete with a new set of potential customers and competitors.

As the plumbing contractor expands under this horizontal transformation approach, this initial service offering may further morph the business into providing separate and direct services under the auspices of these differentiated industries (e.g., more diverse fire protection services such as developing and installing smoke detectors and fire alarm systems.)



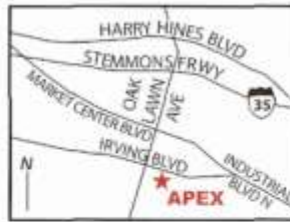
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Saturday 8AM-Noon

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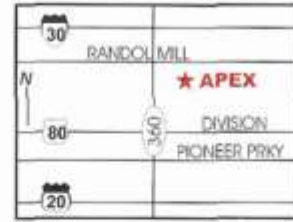
MARKET CENTER

180 Oak Lawn
Dallas, TX 75207
214-741-5463 • Fax 214-744-4193



ARLINGTON

440 N. Watson Rd. (360)
Arlington, TX 76011
Metro 817-640-4343 • Fax 817-649-2960



RICHARDSON

600 E. Arapaho
Richardson, TX 75081
972-231-5155 • Fax 972-231-5343



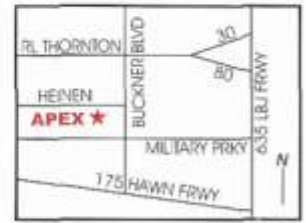
LEWISVILLE

510 S. Mill St.
Lewisville, TX 75067
972-436-1506 • Fax 972-436-1508



EAST DALLAS

7930 Heinen
Dallas, TX 75227
214-388-3456 • Fax 214-381-5770



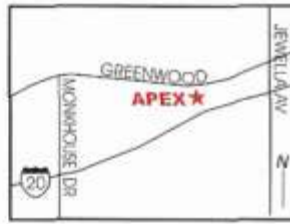
TERRELL

1100 E. Moore Ave.
Terrell, TX 75160
972-563-0046 • Fax 972-563-0146



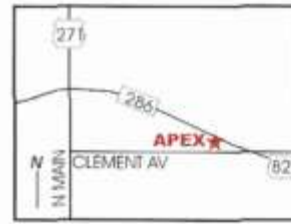
SHREVEPORT

3909 Greenwood
Shreveport, LA 71109
318-631-1801 • Fax 318-636-5607



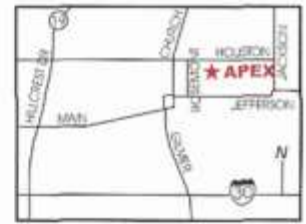
PARIS

1680 NE Loop 286
Paris, TX 75460
903-784-2569 • Fax 903-784-7357



SULPHUR SPRINGS

200 Houston St.
Sulphur Springs, TX 75482
903-885-9559 • Fax 903-885-6083

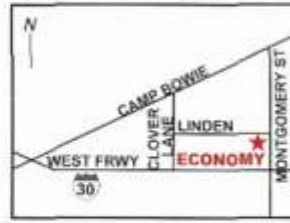


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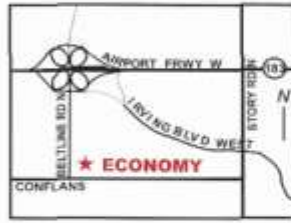
FT. WORTH

2200 Montgomery St.
Ft. Worth, TX 76107
817-732-8183
Fax 817-732-8186



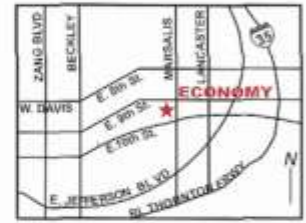
IRVING

820 N. Beltline Rd.
Irving, TX 75061
972-790-1550
Fax 972-790-1551



DALLAS/MARSALIS

127 N. Marsalis Ave.
Dallas, TX 75203
214-948-7547
Fax 214-948-7551



ROUND ROCK

808 Round Rock West Dr.
Round Rock, TX 78681
512-244-3326
Fax 512-244-6947



AUSTIN

4708 E. 7th St.
Austin, TX 78702
512-385-9160
Fax 512-385-9161



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301 S. 15th St.
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Fax 254-756-5307



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2009 PHCC NORTH TEXAS BOARD OF DIRECTORS

President: Lee McFarland/Herndon/McFarland Vice President: Keith Powers/United Mech.
 Sec./Treasurer: Gary Seiferd/SPC Mech. Past President: Tony Cox/United Mech.

CONTRACTOR BOARD MEMBERS

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 Howard Scarborough/ Alpha Plumbing
 Jimmie Dale/ Baker Brothers
 Fran McCann/Polk Mech.

ASSOCIATE BOARD MEMBERS

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972.242.0202

Waxahachie
469.280.0004

Fort Worth PVF
817.336.0353

Dallas A/C
972.243.8346

Ft. Worth A/C
817.335.2291

Waxahachie
Utilities
940.923.9800

Ft. Worth
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JOURNEYMAN/TRADESMAN PREP COURSE

Presented by Plumbing Heating Cooling Contractors North Texas

Dates: *(Please circle date of your choice)*

April 18-19, 2009	May 16-17, 2009	June 13-14, 2009
July 18-19, 2009	August 8-9, 2009	Sept. 19-20, 2009
October 17-18, 2009	November 21-22, 2009	December—No Class

Location: Alpha Plumbing & Leak Locators
10931 Dennis Road (N. on Dennis from Royal Lane)
Dallas, TX 75229

Instructor: Howard Scarborough (Lunch is not Included)
Time: 8:00 - 5:00 pm Each Day
Cost: \$295.00—Member
\$395.00—Non Member

CREDIT CARD , CASH, MONEY ORDER—NO PERSONAL CHECKS
MUST REGISTER IN ADVANCE—CLASSES LIMITED

Name: _____ Company _____

Address of Company _____ City _____ State ____ Zip _____

Business Phone: _____ Fax: _____

Personal Phone/Cell Phone _____

Charge Card Type _____ Number _____ Expiration _____

Signature: _____ Your Test Date in Austin _____



Plumbing • Heating • Cooling
Contractors Association

PHCC North Texas/4340 Highlander Dr./Dallas, TX. 75287

972-818-1990/972-818-2105-fax



PHCC NORTH TEXAS

SPARTAN TOOLS

The 10th Annual Golf Tournament
SPONSORSHIP FORM



SPARTAN
SINCE 1943

Tuesday, April 21, 2009

BROOKHAVEN GOLF CLUB

3333 Golfing Green Drive, Dallas, TX

Dinner and Awards Will Follow

SPONSORSHIP LEVELS

Masters Platinum: Receives special recognition and Team Entry	\$800.00_____
Masters Gold: Receives special recognition and Tent on the course	\$500.00_____
Eagles: Receives recognition and One Player Entry	\$325.00_____
Birdies: Receives recognition on course	\$200.00_____
Closest to the Pin:	\$300.00_____
Longest Drive:	\$250.00_____

Company _____ Contact _____

Phone _____ Fax _____ E-mail _____

Payment Options:

Check___ Credit Card: Visa:_____ Master Card: _____ Amex: _____

Credit Card # _____ Exp: _____

Authorized signature: _____

*** Yes, my company would like to support PHCC North Texas and Ronald McDonald House***

Please Complete This Form and Mail or Fax to:

PHCC North Texas, 4340 Highlander Drive, Dallas, TX 75287

Questions: PHCC North Texas @ 972-818-1990 e-mail blochridge@sbcglobal.net



Ronald McDonald House of Dallas, Inc.

A Portion of the Profits will be
go to support the

New
Ronald McDonald House



**PLUMBING-HEATING-COOLING
CONTRACTORS ASSOCIATION**



PHCC NORTH TEXAS SPARTAN TOOLS



The 10th Annual Golf Tournament PLAYER REGISTRATION FORM

Tuesday, April 21, 2009

1:00 pm Shotgun Start

Fee for golfing:

\$125 per player/ \$500 per team

BROOKHAVEN GOLF CLUB

3333 Golfing Green Drive, Dallas, TX

Dinner and Awards Will Follow

(Limit 144 Players)

Please Complete This Form and Mail or Fax to:
PHCC North Texas, 4340 Highlander Drive, Dallas, TX. 75287

Fax: 972-818-2105

Questions: PHCC North Texas @ 972-818-1990

e-mail blochridge@sbcglobal.net

Payment is for: Individual _____ Team _____ Check _____ Credit Card _____

Card Number _____ Exp: _____

Authorized Signature _____

Company _____ Contact _____

Phone _____ Fax _____ E-mail _____

Team Member Names:

1. _____ 2. _____

3. _____ 4. _____



A Portion of the Proceeds
will go to the

New

Ronald McDonald House





PLUMBING-HEATING-COOLING
CONTRACTORS ASSOCIATION

The Dallas PHCC Chapter presents another in a series of educational seminars designed for the plumbing, heating and cooling professionals.

=====
"Business Operations and
Systems Success"
1 Day Seminar

The Class will focus on:

- *Income Statements
- *Balance Sheets
- *Chart of Accounts
- *Accounting Terms
- *Breakout sessions:

During the breakout sessions you will learn how to use financial statements to make business decisions. This is powerful learning tool that you can apply to your own business the next day!

The B-O-S-S program is a 1 day interactive financial program. The instructor, **John O'Connor**, has 27 years experience in the contracting business and currently works for Quality Service Contractors (QSC) as a business coach and trainer. This course was designed for Plumbing, Heating and Cooling industry and is intended for company owners, managers, or anyone that needs a better understanding and working knowledge of financial statements and how to use them.

When: June 25, 2009 (Thursday) 8:00am-4:00pm

Where: Frymire Engineering, 2818 Satsuma Drive, Dallas TX 75229

Lunch will not be provided

Be sure to bring a calculator!

This is what they are saying:

The B-O-S-S program is a great benefit to go to for everyone, from the person just starting off, to the contractor who is coming off the truck. Even the experienced business manager who needs to be reminded of the important issues that affect the profitability and his/her quality of life.

Ron Newman, Lakes Plumbing, Heating & Cooling, Inc., Spirit Lake IA

If anyone gets the chance to go to a B-O-S-S class, go. You will get to learn how to run a successful business from one of the best, John O'Connor. B-O-S-S was great, don't miss it.

David Singleton, David R. Singleton, Inc. Manchester, MA

Cost:

PHCC/QSC Members:	\$195 per person
Non-Members:	\$245 per person

Make Checks payable to: QSC ~ Mail to: Quality Service Contractors, PO Box 6808, Falls Church, VA 22046

Name: _____ Name: _____

Name: _____ Name: _____

Company: _____ Address: _____

Check Enclosed: _____ Credit Card: Visa _____ MC _____ AMEX _____

Card #: _____ Expire _____

Name on Card: _____

Signature: _____



Registration Deadline: June 1, 2009 – Fax: (703)237-7442 (Attn: Dawn)

Questions: Call Barbara Lochridge-Hogue, PHCC North Texas; Ph: (972) 818-1990 or
email: blochridge@sbcglobal.net



"TOPS Training"

(Total Opportunity Performance Systems)

TECHNICIAN TRAINING



DATES: June 23 & 24, 2009
(Tuesday & Wednesday)

TIME:
8:00am – 3:00pm
Each Day

LOCATION:
Frymire Engineering
2818 Satsuma Drive
Dallas, TX 75229

Registration Fees:
PHCC-QSC Members:
\$99 per person
Non-Members: \$150 per person

The "TOPS" program is a 1-day class instructed by Quality Service Contractors (QSC) Business Coach, John O'Connor. "TOPS" is a training session designed for service providers to help them understand and develop specific activities and "attitudes" that will improve their level of professionalism before, during, and after their time spent with your customers.

The two technicians I sent to the TOPS training program both came back to work with a renewed excitement for customer service. Both technicians loved how motivating the speaker was. One felt he was able to use some of what he learned the very next day. As a business owner, I felt the training was worth every penny of investment by having technicians that provide a higher level of enthusiastic service that our customers deserve.

*Thank you and keep the training coming,
David LeRoy Plumbing, Inc. New Cumberland, PA*

~Registration Deadline ~

**Monday
June 1, 2009**

*****No cancellations after June 1st –
Substitutions are permitted*****

**If class is canceled for not achieving the minimum
of 15 attendees each day – all registrations will be
refunded**

**Technicians are requested to wear their
normal work uniforms.**

YOU WILL LEARN:

Delivery System

- Step 1 – Arrival
- Step 2 – At the Door
- Step 3 – Entry
- Step 4 – Diagnosis
- Step 5 – You are the Expert
- Step 6 – The Solution
- Step 7 – Price
- Step 8 – Workstations
- Step 9 – Options
- Step 10 – Finish like a Professional

Topics

- o Personal accountability.
- o Goal Setting.
- o Why are successful people successful?
What are their secrets?
- o Service from the customer's point
of view.
- o Why customers won't do business
with us (you) again?
- o What are customers looking for?
- o Personality types: Learning to work
with them will make your job easier.

Name: _____

Class date: June 23 or 24 (circle one)

Name: _____

Class date: June 23 or 24 (circle one)

Name: _____

Class date: June 23 or 24 (circle one)

Name: _____

Class date: June 23 or 24 (circle one)

(For Additional Names, Please Attach Separate Sheet)

Company: _____ Address: _____

City/State/Zip: _____ Phone: _____

Check Enclosed \$ _____ (amount x # of attendees) Check Payable To: QSC

Credit Card: Visa _____ MC _____ AMEX _____

Card #: _____ Expire _____

Name on Card: _____ Signature: _____

Fax to: (703) 237-7442 Attn: Dawn Dalton

Questions: Call Barbara Lochridge-Hogue PHCC North Texas
Ph: (972) 818-1990 or email: blochridge@sbcglobal.net

Mail Payment To:
Quality Service Contractors
180 South Washington Street
Falls Church, VA 22046