



550 M Ritchie Highway PMB 283, Severna Park, MD 21146
(410) 349-0808

MAPDA Fall 2009 Training Series: Raising the Bar!

Training #1: Tune Up Your Customer Service Team

With winter coming, it's time to tune up your customer service team. Rich Goldberg, president of Warm Thoughts Communications will be running the second in a series of customer service training sessions titled **"Raising the Customer Service Bar."**

Following the extremely successful spring training sessions and the more recent Webinar training, Rich will continue to teach your team how to impress customers and increase the effectiveness of every customer interaction in time for the heating season. This session will focus on handling tough topics like:

- **dealing with tough questions such as "How do oil prices work?"**
- **how to retain customers who are considering leaving you.**
- **tactics and strategies to keep customers on automatic delivery.**
- **and more!**

Each session will be highly interactive with exercises that get everyone involved and that team leaders can take back and use regularly after the sessions.

Training #2: Step Up Your Service Tech Sales

Your service technicians are a huge leads-generating resource and can become strong customer service assets as well. In the second round of service technician training titled **"Stepping Up Your Service Tech Sales Skills,"** Blaine Fox—tech training expert and 25-year service department veteran—will give your techs the tools to communicate better, sell more and serve your customers expertly. In this highly interactive training session, Blaine will:

- **review key communication skills learned during the spring tech training sessions.**
- **teach advanced sales techniques focusing on generating equipment sales leads.**
- **get each tech to understand the four basic personality types to build trust and rapport with customers of each type.**
- **and more!**

Attention MAPDA members: Fall training sessions will cover new ground and will be relevant to all MAPDA employees whether they attended the spring sessions or not.

Seats are limited and will be reserved on a first-come, first-served basis.

Fill out the form on page 2 and fax it back to 201-223-1555.

Reserve your spot today.

Fax this form back to (201) 223-1555.

Customer Service Training

September 21

Frederick Holiday Inn & Conference Center

5400 Holiday Drive, Frederick, MD 21703

Phone: 301-694-7500

Session 1: 9 a.m. – 12 p.m. # of employees _____

Session 2: 1 p.m. – 4 p.m. # of employees _____

September 22

Holiday Inn BWI Airport

890 Elkridge Landing Road, Linthicum, MD 21090

Phone: 410-859-8400

Session 1: 9 a.m. – 12 p.m. # of employees _____

Session 2: 1 p.m. – 4 p.m. # of employees _____

October 1

Holiday Inn Waldorf – Damon's Restaurant

45 St. Patrick Drive, Waldorf, MD 20603

Phone: 301-645-8200

Session 1: 9 a.m. – 12 p.m. # of employees _____

Session 2: 1 p.m. – 4 p.m. # of employees _____

October 2

Holiday Inn Express

2715 Ocean Gateway, Cambridge, MD 21613

Phone: 410-221-9900

Session 1: 9 a.m. – 12 p.m. # of employees _____

Session 2: 1 p.m. – 4 p.m. # of employees _____

Service Tech Training

September 29

Holiday Inn Express

5579 Spectrum Drive, Frederick, MD 21703

301-695-2881

Session 1: 9 a.m. – 12 p.m. # of employees _____

Session 2: 1 p.m. – 4 p.m. # of employees _____

September 30

Holiday Inn BWI Airport

890 Elkridge Landing Road, Linthicum, MD 21090

Phone: 410-859-8400

Session 1: 9 a.m. – 12 p.m. # of employees _____

Session 2: 1 p.m. – 4 p.m. # of employees _____

October 5

Holiday Inn Waldorf – Damon's Restaurant

45 St. Patrick Drive, Waldorf, MD 20603

Phone: 301-645-8200

Session 1: 9 a.m. – 12 p.m. # of employees _____

Session 2: 1 p.m. – 4 p.m. # of employees _____

October 6

Holiday Inn Express

2715 Ocean Gateway, Cambridge, MD 21613

Phone: 410-221-9900

Session 1: 9 a.m. – 12 p.m. # of employees _____

Session 2: 1 p.m. – 4 p.m. # of employees _____

Cost is **\$20 per employee for NORA contributors** and \$65 for non-contributors.

Name _____

Company _____

Phone _____ Email _____

Total number of attendees: _____ Total amount enclosed: \$ _____

***Please email the names of attendees to Rich Carrione at rcarrione@warmthoughts.**

Please make checks payable to MAPDA and mail to:

MAPDA, 550 M Ritchie Highway PMB 283, Severna Park, MD 21146

Phone: 410-349-0808 – Fax: 410-349-8510 – Email: petegwyn@aol.com