

**MSCA's Dispatchers Training Program** is a highly interactive program that includes presentations, group exercises, self-assessment tools, and discussion groups. As the company's primary representative with the client, the dispatcher serves as the nerve center for service scheduling, resource allocation, priority-setting, and customer satisfaction—which are all elements of great customer service.

### REACH YOUR FULL POTENTIAL

Professional dispatchers can improve company productivity by getting the most from limited service resources, building strong customer relationships, and understanding their service technicians' and service managers' needs and capabilities. Many dispatchers do not reach their full potential because they have not had the opportunity to acquire or fully develop the complex skill set needed to be effective in this role.

### ENHANCE JOB PERFORMANCE AND CONTRIBUTION TO COMPANY SUCCESS

This program closes that gap with a comprehensive training course created specifically for service dispatchers. Custom-designed for MSCA members, this program goes beyond traditional technical training to help develop those advanced skills needed to be highly effective in the dispatcher role. By completing this program, dispatchers will be able to improve their job performance and more effectively contribute to the success of their companies.

Any manager at a mechanical service company will benefit from this broad range of management training. This program is especially recommended for managers who have come up through the trades and have had little or no formal management training as well as those who want to enhance their management skills and become more effective leaders.



**Lead instructor for this program is Dave Bavisotto**, Vice President of Sales and Business Development from Illingworth-Kilgust Mechanical Service Group. He is an accomplished leader in the HVAC industry with over three decades of experience, and is a popular and highly acclaimed instructor for MSCA, having taught local service seminar programs, and classes for the MSCA Sales Institute. The program was developed by a task force of MSCA contractors in partnership with TRAINSTITIONS Consulting Group.

## PROGRAM OUTLINE

### MODULE 1

#### The Dispatcher and the Service Organization

- The Dispatcher's Influence in the Organization
- The Dispatcher's Impact on Profitability

### MODULE 2

#### Communication Skills for the Dispatcher

- Communication Skills for Interfacing with All Types of People
- Four Styles of Communication

### MODULE 3

#### Partnering with the Service Technician

- The Life of a Service Call
- Walking in the Technician's Boots
- Prioritizing Service Calls
- Matching Technician Ability to Customers and Problems
- What Technicians Need from their Dispatchers
- The Art of Asking the Right Questions

### MODULE 4

#### Servicing the Customer

- Levels of Customer Satisfaction
- How to Turn No's into Positives
- Handling Difficult Customers
- Steps to Rapid Service Recovery
- Applying the Finishing Touches with Correct Follow-Up

### MODULE 5

#### Managing the Service Manager

- Managing Upward
- Benchmark Self-Evaluation
- Interpersonal, Self-Management and Technical Skills
- Taking Charge of Your Job and Career

### MODULE 6

#### Working with the Rest of the Team

- A Day in the Life of a Dispatcher
- Getting Rid of Stress
- Personal Action Plan