

OHI Oil Heat
Institute of L.I.



SERVICEDGE™
TRANSFORM SERVICE PROFITABILITY

IMPROVING PROFITABILITY & CLIENT INTERACTION

The New York Oil Heating Association (NYOHA) has teamed with NORA and ServicedEdge's TechAdvantage to provide sales training sessions for technicians. Help your technicians develop and hone their selling skills, as well as improve day-to-day interactions with your clients. TechAdvantage offers three modules which will help technicians become skilled with customer interaction and understand how to articulate the value proposition of various equipment sales opportunities.

MODULE 1: Being comfortable with customer interaction

MODULE 2: Identifying, documenting, and understanding how to articulate a value proposition

MODULE 3: Talking about your products and services, and creating valuable leads

JOIN US AS WE HOST TWO GROUP SESSIONS OF MODULES 1 & 2:

MODULE 1 (CHOOSE ONE)

Wednesday, March 22, 2017 8:30AM to 11:30AM

Thursday, March 23, 2017 8:30AM to 11:30AM

MODULE 2 (CHOOSE ONE)

Tuesday, April 11, 2017 8:30AM to 11:30AM

Wednesday, April 12, 2017 8:30AM to 11:30AM

Registration: \$30 per person per module

NYOHA/OHCC Technical Training Institute
131 East Ames Ct. Plainview, NY 11803

Register Today, Visit nyoha.org

LOOKING TO CUSTOMIZE YOUR TRAINING AND BRING IN-HOUSE?

Individual in-house company sessions of TechAdvantage modules are available with support by NYOHA & NORA.

For More Information
or to Schedule Your Customized In-House Training Today, Visit

nyoha.com

In the HVAC-only industry, technicians have been required to have sales skills for decades. In our industry, through many generations, selling skills were not a required competency. This historical fact was born and perpetuated primarily from a lack of necessity. However, a lot has changed since 2008, and today's oil heat technicians need a broader set of skills. This expanded set of competencies must include sales and communication skills if technicians are going to help impact the industry's customer retention objectives over the long term. Statistically, over 40% of the oil-heated homes in the Northeast have at least one HVAC-related equipment sales opportunity. This represents an enormous potential for technicians to have an impact on revenue growth and new equipment sales.

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YourServiceEdge.com



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