

## The Value of Regional Summits

### AVP Advice – May 2017

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For the last couple of years, TEGG has really been promoting ABM, LINC Service and TEGG Regional Summits. At first, some in the TEGG Network questioned the value of the summits, not fully understanding the agenda and concerned about the cost.

But when the attendees saw the value these meetings presented – including sharing best practices, interactive workshops and the chance to harvest new information – they began looking forward attending more summits. We've seen the summits grow into popular and well-attended events – and the best part is that there is no cost to attend!



Today, TEGG, Linc Service and ABM are holding summits throughout the United States, Canada and Mexico. These meetings often offer many courses and workshops we conduct at annual Continuing Education Conference, the Euro Conference and the annual Nilsen Australian Continuing Education Conference. Last fall, TEGG hosted the well-attended [Ohio Regional Summit](#), and have several others, including the [Eighth Annual New England Regional Summit](#) and [West Palm Beach, Florida, Regional Summit](#) scheduled in June, and the [Western NY, PA and OH Regional Summit](#) scheduled in September.

When we visit TEGG franchises, we often discuss advanced training and ways for the team to stay current and fresh. And that's the main purpose of the summits – to teach franchisees new tips and techniques, create synergy between brands and, perhaps, get a solid lead or two. We aim to keep the costs low and entice high attendance by scheduling summits by region. It also helps us keep the lessons more focused on specific markets.

There are several great reasons to attend these summits, including:

1. **Finding opportunities through other ABM, Linc Service and TEGG contractors.** Summits provide a great way to start networking in your markets and working with your neighbors. During summits, various regional ABM, Linc Service and TEGG contractors attended and shared their own company capabilities and skillsets. It often led to networking after the meetings, which helped form lasting relationships between the companies.
2. **It creates undeniable vertical market success strategies.** The new vertical market brochures were created with contractors in mind to improve their selling skills and provide fresh and current trends in markets. These are great to review in small breakout groups and discuss how each service provider approaches different vertical markets. The energy we have witnessed in these workshops is really encouraging and I know it will continue at future summits.
3. **Workshops and sharing best practices help build skillsets.** Sharing ideas about the local economy and hot vertical markets, and attending workshops on closing skills and breaking down case studies have been popular topics, and will continue to grow and be a part of the summit agendas.
4. **It encourages Lead Sharing and National Account opportunities.** Lead sharing and discussing national opportunities has always been a successful part of regional summits. I have seen many folks meet and start conversing about business. Sure enough, someone can assist another contractor in getting their foot in the door, which is a great way to build relationships.
5. **It features new tips and techniques. Round tables help teach new ideas and enhances your existing skillset!**

Be sure to keep up with [Upcoming Events](#) section of [TEGG Mobile](#) for updates on when a regional summit is happening in your area. I hope to see you there!