

Invest in Your Team by Investing in Education

AVP Advice – September, 2017

By: Jason Huber, Area Vice President

As we enter the fourth quarter of 2017, we start thinking about a lot of things, like setting sales quotas for new maintenance sales, pull thru projects and DES sales for 2018, reviewing the renewal manager for recurring revenue, and annual business reviews.

It's a lot, but one more task we should plan for is investing in our team and providing them with additional training and education. It is proven that a small investment in education can reap exponential gains in sales and revenues.

Most TEGG franchises initially send their MSRs, DES reps, technicians and team to Parallel Training in Canonsburg, and the annual Continuing Education Conference in Atlanta. It gets the team going in the right direction, but as franchises grow, continually investing in advanced education is a proven avenue. High-revenue, successful franchises believe in career advancement and education for their teams.

Here are several TEGG courses, certifications, trainings and workshops that will not only provide additional education for your team, but also help create a career path to retain your valuable talent:

1. **Level II Infrared Certification:** Every TEGG Contractor should have at least one Level II certified technician. The most obvious reason is to block out your competition, especially when helping write bid specs. These are typically offered at the annual Continuing Education Conference in Atlanta, or during TEGG's annual [Euro Conference](#).
2. **[Empower Training Services' NFPA 70E and 70B Seminars](#):** When you look at TEGG franchises with large maintenance bases and awards, they usually host and promote seminars by Empower Training Services. Whether the focus is on NFPA 70E safety or NFPA 70B maintenance, it usually results in more testing, maintenance and arc flash sales. Seminars drive revenue, so I suggest your team commits to and hosts a seminar.
3. **[Advanced Sales Trainings](#):** In 2017, ABM Franchising Group held two Advanced Sales training courses. The three-day course addresses advanced selling techniques with a focus on creating value, closing techniques, finding budgets, dealing with the right decision maker and more. It is interactive and includes workshops. I encourage each of you to send your sales team to a session next year. Keep an eye on [TEGG University](#) for upcoming courses.
4. **Regional Summits:** ABM Franchising Group's Regional Summits have grown to become well-attended and successful. These summits include Linc Service and TEGG franchises. They feature workshops and discussions of individual game plans, lead sharing and networking. The next one is the [Southern California Regional Summit](#) on Nov. 14 in Irvine, Calif. Be sure to check out the [Upcoming Events](#) on [TEGG Mobile](#) for upcoming summits!
5. **[NICET Certification](#):** NICET certification allows technicians to follow a career path, while enhancing their technical knowledge. The higher the skillset, the higher the revenues and margins. I encourage you to send the technicians to the NICET certification courses.

Education is one investment that is worth making, every time.

