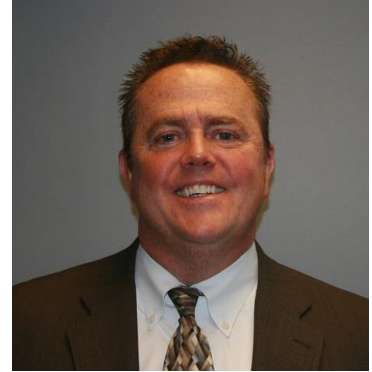


## Enhance Your Sales Knowledge at the Upcoming TEGG Sales Forums

### AVP Advice – April, 2018

By: Jason Huber, Area Vice President

Each year, ABM Franchising Group's Continuing Education Conference offers courses and workshops to help sharpen your sales skills and, hopefully, improve your closing rates. TEGG has also hosted a variety of regional summits to encourage contractors to share tips, techniques and leads with others in the network.



The Continuing Education Conference and regional summits, along with coursework and technical trainings through TEGG University, all have the same goal – to help you sell more TEGG agreements to grow your business.

We're expanding our offerings this year by introducing the new [TEGG Sales Forums](#) on June 12 in St. Louis, MO, and June 14 in Charleston, SC.

These forums focus on training, sharing ideas, dialogues and roundtable discussions, and generating sales opportunities for DES and Maintenance Sales Representatives. We're hoping to help enhance your technical knowledge by offering discussions with George Vlachos of AEMC Instruments, who works very closely with TEGG franchises by training technicians on a variety of services.

Our goal is to help our sales representatives become as knowledgeable as possible about the technical side of TEGG to help sell more advanced testing, maintenance and, ultimately, more pull-through agreements. By learning about advanced maintenance tasking, such as insulation resistance, grounding and bonding, power quality analysis, breaker testing and relay tasking, sales representatives will be able to better educate their clients and prospects to sell more agreements.

Some of the technical topics we plan to address with our sales representatives include:

- Why specific tasks need to be performed
- How work is tasked and what tools are necessary
- What conclusions does testing provide clients and contractors
- How it impacts the client, and what recommendations are needed to correct

We also plan to look at topics TEGG Technicians need for NICET Level II Certification, including:

- Power Quality Analysis
- Insulation resistance
- Grounding and bonding
- LV / MV transformer maintenance

While we plan to address the technical side of TEGG, other sales topics for the forums include:

- Key strategies and discussions to grow top-line sales
- Improving close rates and dealing with remote decision makers
- New sales tools to make sales presentations more effective and efficient

If you are looking for fresh sales ideas or want additional technical knowledge, plan to attend one of the TEGG sales forums.

For any additional information or questions, [click here](#), or reach out to your AVP.