

Becoming the Educational Expert

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As part of ABM Franchising Group's key support functions, we have focused on helping franchises become the educational expert in their market, which ties into my last [AVP Advice piece](#), relating to *credibility, trust and community*.

Through ABM Franchising Group's [Empower Training Services](#), our trainers have educated more than 20,000 people. It offers comprehensive NFPA 70E, on-site safety training courses on electrical safety topics, including [Electrical Safety in the Workplace](#) and [Safety-Related Maintenance](#).

Empower Training Services' seminars help teach technicians how to work around electrical hazards and prepare for NFPA Certified Electrical Safety Technician (CEST) certification. It also educates anyone working near electrical equipment about the dangers of arc flash and other electrical safety hazards.

As TEGG franchises, these topics should be in your wheelhouse, and these seminars are a way to educate your community, while establishing your company as the area's electrical safety expert.

There are six main steps involved with becoming compliant with NFPA 70E, including:

1. Maintain an updated Safety plan
2. Training
3. Updated One Line
4. Arc Flash Risk Assessment
5. Personal Protective Equipment/Clothing
6. Electrical Preventive Maintenance – NFPA 70B

These seminars are very beneficial and help educate both prospects and clients. By hosting an Empower Training Services seminar, your clients will be better informed, which should help you build a plan to help them come into compliance with NFPA 70E.

By providing services to clients and prospects such as educational Empower Training Services seminars, our client retention and growth rates will improve. It helps build credibility, trust and community.

Ultimately, positioning yourself as the expert and sharing the knowledge provided by Empower Training Services builds your team's credibility, which only improves a sense of trust and community between your company and its clients.

For more information on hosting an Empower Training Services seminar, contact [Empower Training Services](#).

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