

**Andrea Olding**

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**From:** Andi Olding [andreao@eainet.net]  
**Sent:** Thursday, September 30, 2004 9:35 AM  
**To:** andreao@eainet.net  
**Subject:** Monthly Member Newsletter



# Excellence Update

Monthly News and Information About Excellence Alliance



## Excellence Alliance Monthly Newsletter

September 2004

### Featured Articles

#### Events Calendar Now Posted

Chiefs and Indians  
Seven Steps to Successful Staffing  
 written by... Al Levi, Appleseed  
 Business

Business Makeover Deadline  
September 30th!!!

New Training Course - The  
Fundamentals of Service  
Management

#### Show your Support in Vegas!



Join us October 20-22 for the 8th

### • Events Calendar Now Posted



There is now one spot to find all upcoming events, breaking news, and product spotlights for the alliance on the web. Be sure to check in weekly to see what's new.

#### Calendar of Events

- **Chiefs and Indians**  
**Seven Steps to Successful Staffing**  
 written by... Al Levi, Appleseed Business

#### *"Who Told You To Do It That Way?"*

If you find yourself asking your employees this question far too often, it may be time to start gaining some control of your business operations. One of the three main reasons you may be asking this question repeatedly is this:

**Too many Chiefs**  
**Not enough Indians**

How can you tell if this is a problem in your business? If you have 10 employees in your company and five of them are managers, you may be chief-heavy. We spend a lot of time

### Annual Fall Meeting Don't miss out on...

Dave Dombrowski, Retail Sales and  
Extended Service Agreements  
Matt Smith, Executing Excellence &  
Managing Superstars  
Al Levi, Staffing Power & Leadership  
Power  
**Register online....**

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## Up Coming Events

**Real World Selling Seminar**  
October 5-6  
Atlanta, Georgia

**The Fundamentals of Service  
Management**  
October 11-12  
Dallas, TX

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## Ally's in the Spotlight!



*Why Have a Great Web Site if No  
One Visits?*



*Your Hydronic Heating Solution*

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## Product Spotlights!

**MemberNET™**

*An open email forum for EAI  
Members, Allies, and Staff*  
**Sign Up Now...**

talking about new ways to your life back in our *Operating Power!* Workshop. This is where we provide all the tools to begin gaining control of your business operations.

### **Have you had enough of trying to run a business while running around as a technician?**

You may have even started out as a technician before you decided to be in business for yourself. Ownership doesn't necessarily mean you stop being a tech. And being a technician is OK. It's important to learn all the facets of your business. However, working more on the management end rather than the technical aspects will make your company less stressful and more successful. You need to create new technicians to take your place or there will be no one to manage, and you'll always be stuck doing that job.

Here's the deal:

### **You don't get to be the Chief until you make new Indians.**

Do any of the following statements apply to you?

- I don't have enough time for training people
  - I don't have the money to invest in programs
  - I don't want to be a trainer
  - I don't know how to build training outlines
  - I don't have the resources to make my own training videos
  - I find myself unable to enforce discipline
  - I can't fire any of my techs because I am so understaffed
  - I don't know where to find new techs
  - I don't have a program to train apprentices to become techs
  - I find most new techs by stealing them from competitors
- 
- We have constant mistakes being made in the field due to lack of training
  - I don't have enough techs to handle all of the incoming work, so I sometimes have to turn away business
  - I have constant employee turnover
  - There is a lack of employee loyalty in my company
  - I have no place to test new products before selling them
  - I have no ongoing training programs for current techs
  - I could use more installation help

### **To become a Chief - and to stay one - you need to keep making Indians.**

Following are the seven steps to successful staffing that will help you to keep making Those Indians:

1. Develop an apprentice-to-technician training program for your business that allows you to create new technicians



- from scratch, to "grow your own."
2. Effectively hire and train new technicians, and improve the skills of your existing technicians.
3. Utilize the proven hiring and interviewing techniques for our industry.
4. Develop your own sales and technical training programs.
5. Create your own operations manual.
6. Begin coaching your technician's to success.
7. Build your own on-site training center.

Our Staffing Power! Workshop was developed as a three-prong approach to solving the following staffing issues:

- Make existing techs more effective
- Find new techs and train them more effectively
- Find new apprentices and train them to become effective techs

To learn more about the business operations topics discussed in this article, join us at the Excellence Alliance Annual Fall Meeting or visit [www.appleseedbusiness.com](http://www.appleseedbusiness.com).

And, thanks for allowing us to do what we love to do;

***"...helping to make your life as a Contractor less stressful and more successful"***

**[Visit Appleseed Business, Inc.](#)**

• **Business Makeover Deadline September 30th!!!**

Like most HVAC contractors, you have all the expertise to run the mechanical aspects of your company, but could use some assistance implementing processes and procedures that will make the business run more smoothly. Don't re-invent the wheel! Al Levi, a world-class trainer, can deliver proven methods to help your business run more efficiently so you can spend your time working on new business and profitable enterprises.

Excellence Alliance, York, and The NEWS want to bring Al Levi to your place of business for a one-on- on consultation sure to make your life is "Less stressful and more successful."

The deadline for this contest is September 30, 2004.

The winner will be announced at the Ally Reception, October 21, 2004.

**[Enter Here to Win...](#)**

• **New Training Course - The Fundamentals of Service Management**

Join us October 11 - 12, 2004 at TDIndustries for the first Fundamentals of Service Management Workshop. This course is being taught by our very own Mentor, John

Turnage. Over the course of 2 days he will touch base on the following topics:

- Gross Margin \$ Per Hour Pricing (analysis of 12 current jobs)
- A Day in the Life of a Service Technician
- Dispatching Techniques (technology, scripts)
- Performance Pay, and How to Transition
- Service Contracts (value, selling tricks, scripts)
- Service Management (hiring, dress, trucks, paperwork, monitoring)

For more information on this workshop please call Andi Olding at 513-619-4808.

[andreao@eainet.net](mailto:andreao@eainet.net)

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Excellence Alliance | 3805 Edwards Road | Suite 420 | Cincinnati | OH | 45209