



CURRIE
TRAINING CENTER

**SERVICE PROFITABILITY SEMINAR SERIES
AGENDA OF PROGRAMS**

Overview of a Successful Company

Learn the high level elements of how to apply trusted principles to your organization. The view from the top begins with Shareholder value and growth expectations, through the critical elements to maintaining revenue and profitability using the Shareholder Value Chain model. Some original concepts include Currie's Fundamental Business Strategy, Evolution of the Marketplace, and Value Delivery Vision. This session provides all participants with a solid foundation about how a high-performing company operates, and "what it looks like when it's right". All participants will gain an understanding of how to immediately apply these principles within their own companies or departments.

Currie Financial Model

Benchmarking is an important Currie principle. In this program, participants will learn the Currie Financial Model: detailed performance benchmarks developed from the top performing industrial equipment distributors in the world. The Service Department within an equipment distribution company is measured by productivity as well as profitability, and comprehensive calculations for all areas of the department will be presented. A Service Department case study will be utilized which will demonstrate how each participant can apply the specific benchmarks to their organization.

Service Department Profitability

Strategic, Operational, and Financial Focus Issues: Culture within your organization and the Service Department; and other Critical Department Variables will be presented in this program. Each participant will come away ready to implement the concepts to drive increased service revenues, profitability, and productivity in his Service Department. This session will also review the key data elements you must collect and track to have profitable service, giving you an ability to understand the gaps you have in your company today.

Drivers of Service Department Excellence

What are the elements that define a truly exceptional Service Department? What are the essential features that service customers value most? What is a vision for your service department? All of these questions, and more, will be answered in this program. Call centers, centralized service, the leadership team, and customer satisfaction are all tightly connected in the Service Department. Understanding the customer experience is the foundation for developing a top performing department, and all participants will leave with a deeper understanding of customer satisfaction and how to achieve it.

Service Department Sales

What percentage of your customers are on some type of service contract? What are ways to improve that? How can techs increase your sales as they do their job? Should you have dedicated service sales people?