

# PSA News

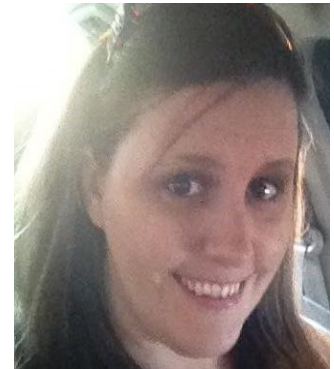
*The Association for Service Professionals*

## Convention Season: Why It's Beneficial for your Company to Attend

By Lauren Brodner- Callahan's Appliance Service

With convention season in full swing, many servicers are left considering whether or not it is worth the cost for themselves and/or their employees to attend. Having attended three major service conventions in the last year (PSA, MSA and ASTI) and getting feedback from some other attendees and co-workers, the general consensus is: YES, it is absolutely worth it.

Conventions are a great way to network with other servicers across the country. This is, by far, my favorite part of attending. During the training classes I attended, I had the opportunity to share stories and experiences with other service managers. We had a great deal in common in how our businesses are run, but it was in the differences that we were able to learn more. During breaks and lunches we would often discuss various aspects of our businesses and find ways to improve them. "Hey did you know in this program you have the capability to do this?" "What? I had no idea! That will cut my billing time in half!" Conversations like this happened on a daily basis! Trading business cards, communicating through such outlets as PSANET and email or even just texting one another led to a great business friendship built on shared information. Any new tricks we learn or anything that baffles us we feel confident in knowing we can reach out to one another and discuss.



Besides being able to network, training classes are highly beneficial to all staff members. Many of the large manufacturers provide hands on factory training. The schedule is often set to offer classes at multiple times of day throughout the course of the convention so that everyone is able to attend just about every class. Want to take a class on the new LG top load washer - but it's at the same time as Whirlpool duel evap refrigerators? No problem! There's another tomorrow afternoon! Your employees will definitely get the maximum amount of training. It will be well worth the investment if that one person can share all the information he learned with his co-workers.

The trade show is also a great perk of attending any convention. Not only can you check out some great new products (and get lots of "clicky" pens), but you can sometimes get some great convention "sales". Many vendors offer a special rate for orders placed during the course of the convention. Of course, the trade show is often a great opportunity to discuss new business ventures with many vendors. Meeting with some of the manufacturers may lead to adding factory warranty services to your business. New partnerships are always right around the corner and walking the trade show floor is a great opportunity to explore those opportunities.

So when considering whether it's worth the cost of sending a tech or perhaps an office manager to a convention ask yourself: do I want my business to grow? Do I want my business to run more efficiently? Do I want my employees to feel empowered and confident in their skills? Attending one or many of the servicer conventions can be so beneficial- and the PSA National All Service Convention (NASC) now takes place in the fall, so you have an opportunity to take part this year! Consider moving your business forward and joining us!

# PSA's Training All Over the Country!

PSA Training is continuing to sweep the country in 2016!

The BAT program focuses on basic principles and repair functions related to electricity, gas and refrigeration, the core basis of a successful appliance service technician. The BAT training provides a solid foundation for new technicians, along with a strong refresher course for more experienced techs that will make the product specific training offered by manufacturers more understandable and also help to make your technicians more efficient and effective.

In addition, new training classes for more seasoned technicians will be available this fall- look to this space for sessions that will, be held in your area!

There are more BAT classes confirmed in early 2016- please keep your eye on PSA News and our web site [www.psaworld.com](http://www.psaworld.com), for the complete 2016 BAT and PSA training schedule.

**May- Atlanta, GA- Tribles Appliance Parts May 24, 25, 26**

**September- NASC 2016 in Dallas, TX- September, 26-29**

**October- Nashville, TN- Tribles Appliance Parts October 24, 25, 26**

**November- New Orleans, LA dates TBD**

**December- TBA**

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If you can answer “No” to any one of these questions, then you cannot afford to not be at the NASC 2016 in Dallas, Texas in September 26-29, 2016. Got to [www.psaworld.com](http://www.psaworld.com) and sign up for the Premier Appliance Service Convention in the industry

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Recognizing electrical symbols  
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Diagnostic routines and troubleshooting

## Day 2- Basic: Gas

Gas Basics, Safety, Characteristics  
Fuel Gas Code requirements for Gas appliances Gas testing devices  
Gas Ranges, operate and test components  
Gas Dryers, operate and test components  
Gas Water Heaters, operation and testing components

## Day 3-Basic: Refrigeration

The Refrigeration system  
Refrigeration system components  
Refrigeration system components operation  
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Refrigerants  
Troubleshooting refrigeration systems  
EPA Requirements and Refrigerant Recovery

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- **Send the Old Guy Who Just Needs a Refresher!**



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# Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

Ahhh... its April. Well, by this time, it's May, but don't interrupt my riff.

Busy month. Usually, April is that opportunity to put away winter (unless you live in Colorado, anyway) and start getting into your spring mode. Barbeques get fired up, outside work begins for those of us up north, and kids begin to think of the end of another school year. In our world of appliance service, things start to pick up (like they ever really slow down), and you know the long, hot days of summer are coming fast. And pasty white skin that has not seen meaningful sunlight in at least 5 months is exposed to a painful searing! And, of course, it rains.

Oh, well. April showers bring May flowers. And May flowers bring... Pilgrims.

Sorry about that... onward and upward!

- With the moving of our annual National All Service Convention (NASC) to fall, it's been a little different getting things moving. It seems like we should have just finished the convention, and started planning for next year. But, here we are, with about 5 months until we hit Dallas for NASC 2016.

And things are coming together. We expect to have a great crowd join us in Dallas, and we have just learned that all you Cowboy fans out there can rejoice- the guys with the stars on the helmet play at home Sunday night against the Chicago Bears before the convention begins. We are lining up an impressive group for both technical and business training, and the Trade Show line up looks to be the best and most varied yet. So don't delay- sign on to [psaworld.com](http://psaworld.com) or call us at 888-777-8851 and reserve your spot for NASC 16. It will be a great time and we look forward to seeing you there!

- Speaking of Dallas, the PSA Board of Directors met for our annual "Face to Face" board meeting at the Marriott Quorum in Dallas in early April for a busy weekend of meetings. It was the first time that the board held the meeting at the site of the upcoming convention, and it was a great success. A lot was accomplished, and as members, you'll be enjoying the results of that meeting as we move forward. A big thank you to the staff at the Marriott for hosting us, and especially to our contact person, Phylcia Jasper, for all of her help!
- Coming out of the meeting, we ask that you keep a close watch on our website, [psaworld.com](http://psaworld.com), as we are currently working to completely redo and update the site. There will be new features and much improved navigational capabilities on the site, along with "Members Only" sections that will provide special information and resources for PSA members only. We expect the web site to debut early this summer, so keep an eye out for some big changes!



## Technician Evaluation

### *Here's a Great Hiring Tool!*

When preparing to hire new appliance technicians for your business, it's important to make use of all the tools that are available to you in order to make the best choice.

The PSA Technician Evaluation program evaluates the skill level of your prospective employee by testing them in 8 key categories- Customer Relations, Core Knowledge, Cleaning Products, Convenience Products, Cooling Products, Gas Cooking, Electric Cooking, and Microwave Cooking. The material will help you gauge the fundamental knowledge level of your candidate, while also identifying areas where additional time may need to be spent in training.

This is also a great tool to use in order to test your existing technician workforce in identifying areas where training or mentoring may be required.

The PSA Technician Evaluation program can be ordered through the PSA website at [psaworld.com/member\\_tools](http://psaworld.com/member_tools). The cost is \$59.95.

**Call 1-888-777-8851 or [www.psaworld.com](http://www.psaworld.com) and click on Member Tools**

# HOW DO YOU DEFINE EXCELLENT CUSTOMER SERVICE?

By Don Pierson- Certified Service Center

This is a question that is asked quite often and may vary from customer to customer.

Some customers are easy going and will be satisfied with just about anything. Others expect perfection in all products and services that they purchase. Then there are all those somewhere in between who unfortunately actually expect to have some problems and will roll with the punches to a certain extent. So how do you define and measure Excellent Customer Service?

Most of the time excellent customer service is actually defined by an internal culture that exists within most companies. Does the company operate to get as much billed work out as possible and expect some customers to have issues and then deal with them on a case by case basis; or do they strive to have every customer give their company excellent ratings on all the products or services that they provide. Most companies spend a lot of time and money to survey their customers in order to find out what their customers actually think of their company. The actual results of these surveys will indicate the overall image that your company portrays to the folks that pay the bills so that your company can react accordingly if your Customer Service Image is getting tarnished. What is your survey goal for excellent customer satisfaction ratings in your survey program?

One business that I have personally dealt with for product sales and service actually has a high level manager call me after every service call that they make to my home. They have been doing this for years. When I asked them why, they tell me that they actually look for any customer concerns and call right after the service work is done to insure total customer satisfaction and if necessary take corrective action promptly. They choose not to wait for a complaint but rather proactively call to make sure that they have a very happy customer. They also have a chance to thank their customer and hold out the offer to have the customer call them at any time with future concerns or suggestions. Sometimes in a sales situation we forget the value of a thank you call after the product has been delivered or the service performed. Sounds to me like customer service and sales fundamentals that might have been replaced in some cases by a survey form handled over the computer or by mail.

There is little doubt what this company's attitude towards customer service is, 100% excellent customer ratings. In many cases personal contact with your customers is unfortunately becoming a lost practice that really is still the best way to monitor your performance and gain real valuable direct customer input. If your goal is perfection in customer service, these calls ought to be a rewarding part of your day and the best personal indicator of how close you are to actually achieving this lofty but important goal of 100% satisfied customers. How many happy customers have you called out to this week? We can learn from our mistakes and also from our very satisfied customers who help us learn and bolster the fact that we are doing all the right things.

## PSANet

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Technical information and  
Troubleshooting Assistance**

# No Longer Available is No Longer Acceptable

By Stephen Thompto  
Director of Depot Repairs- CoreCentric Solutions

CoreCentric Solutions is looking forward to the 2016 PSA/NASC event this September in Dallas, TX. We hope to see everyone there. It's always great reconnecting with old friends and making new ones, while diving into some of the pressing issues that the servicer community is facing.

With CoreCentric Solutions being in the business of repairing controls that are NLA (No Longer Available), we hear numerous comments from our customers who believe that electronic controls go NLA faster nowadays because the manufacturers are just trying to sell more appliances. This was one of the topics that we talk about with the servicers in an attempt to help dispel that myth.

Here are a few reasons why electronic controls go NLA faster and the life of a product is shorter than in years past:



CoreCentric Solution's Booth

- Products are a lot more complicated technologically than what they used to be.
  - *That 40 year old refrigerator that we all used to have and seemed to last forever only had a compressor, an overload and relay, and a thermostat. A lot of them didn't even have a light in them!*
- Increasing government requirements to improve the energy efficiency of products.
  - *Which by the way has made a big difference. A 22 cu. ft. refrigerator "today" running 365 days per year uses less energy than leaving a 40 watt light bulb on for the same period of time.*
- Shorter product life cycles and new product models and platforms being introduced.
  - The technology in electronic controls is moving so fast that the manufacturers of those parts are constantly changing their product lines to build new components and are no longer making the old ones.
  - *This forces the appliance manufacturers to make lifetime buys on these older controls and try to predict what the life of the product will be and the service that might be needed on that product during that time period.*
- Probably the biggest reason the manufacturers have trouble predicting how many controls to purchase when they make their "lifetime buy" has been the consumer's appetite for new technology.
  - *With new homes being built with main floor laundry and open kitchen designs, appliances are no longer hidden away in the basement or in a kitchen that was "just that room behind the door". Not too many consumers would be happy with 20 year old appliances sitting in their new open design kitchen.*



With that being said, consumers still want their products to last longer than 7 or 8 years, so when you run into an appliance with an electronic control that is NLA, make sure you are giving your customer the option of having it repaired. Remember, they called for service to fix their appliance not to hear "I can't fix it". Just collecting trip charges will not pay the bills and will not create happy and loyal customers.

If you haven't already done so, please make sure you contact me to get signed up for our Independent Service Providers website.

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The PSA Technician Evaluation program can be ordered through the PSA website at [psaworld.com/member\\_tools](http://psaworld.com/member_tools). The cost is \$39.95.

existing technician workforce in identifying areas where training or mentoring may be required.

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# PSA Service Library for 2016 is Now Available

The 2016 version of the PSA Service Library is now available. This new version comes to you in the form of a 64GB Flash Drive complete with appliance service information and also with HVAC products included. The 2015 version doubled the capacity and contains even more information than was included on the previous 2015 version. The cost of this valuable tool is \$130 that includes the flash drive, software and data. Since we provide you with the data free of charge, what you are paying \$130 for is the cost of the 64 GB flash drive and the time to compile and develop the program plus the shipping and handling of the library all of which we have to pay for. The data alone is worth thousands of dollars if you were to obtain it individually from the providers. Because of the size of the library it will only be available on the flash drive. Just plug it into the USB port and it runs right off the flash drive.

Another feature again this year is the model number search engine to help speed up locating the correct information for the product you are working on.

Just think how impressed your customer will be with your professionalism as your technician accesses technical information right in her own kitchen as the repair progresses.

Just think about the time saved in completing the service on each call. Just think what that will do for your productivity and improved profits.

Not only does this library provide many of the popular brands of appliance technical information but for those of you who also do HVAC, the library includes technical information on furnaces, boilers and central air conditioners by make and model numbers.

Brands included are ADC, Amana, American, A O Smith, Apollo, Asko, Blodgett, Bosch, Crosley, Dacor, DCS, Electrolux, Fisher/Paykel, GE, Girbau, Haier, Hatco, Ice-O-Matic, Kenmore, LG, Manitowoc, Maytag, Miele, Oasis, Rheem/Ruud, Rinnai, Samsung, Scotsman, Sharp, Speed Queen, Sub Zero/Wolf, U Line, Viking/Wolf Plus HVAC brands like American Standard, Carrier, GE, Goodman, Lennox, LG, McDonald Miller, Peerless, Trinity, Weil McLain, York and many others as well.

## View of both sides of the Flash Drive



**PSA Members Only**

**\$130**

The library also includes training materials and service bulletins in both appliances and in HVAC to bring you up to date on the latest technology in order to give you an edge on your competition to perform at a level your customer will be impressed with and refer you to their neighbors.

So, if you have been dragging your feet about joining PSA, this is a benefit worth many times over the cost of your membership. PSA is always working for you to make you more professional, efficient, knowledgeable and profitable.

Don't delay another minute, sign up today and take advantage of this fantastic offer. You can join PSA on-line at [www.psaworld.com](http://www.psaworld.com).

**Don't be left behind ...Join PSA Today!!!**



# *The Most Important Duty We Have...*

By Jim Campbell, MCap  
"The Appliance Whisperer"

Many of us in the appliance-related fields have different perceptions of what role the service technician plays in the grand scheme of things. Manufacturers want their own, factory-trained, authorized players, while independent servicers are left out of the loop for the most part. In contrast, most small business service companies want to do the best they can and support a professional image at the same time. Many manufacturers tend to overlook the vast service potential that is out there, so we as servicers have a couple of options if we want to increase our COD customers:

Option 1- Sign up as a factory-authorized provider. You will have to follow each manufacturer's rules and policies, and expect to wait for payment up to 30 days. If you do enough volume to make this worthwhile, then you can make a decent income. Having a good service bookkeeping program also is a must, as you will have to stay on top of accounts receivable.

Option 2- Sign up with a Third-party warranty provider. They always need good servicers to support their network as well. Same conditions as with the OEM's, just different policies to contend with. I know many technicians who swear by this kind of work, and their plate is full 90% of the time. Just stay on top of your invoices!

So, what's the most important duty we have? Actually, it is four-fold:

Making the manufacturers glad that they have good support in the field, making their customers appreciate the brand and retaining brand loyalty and increasing your customer retention as well. The fourth and most important is you got your foot in that new customer's door. Now, you can dazzle them with the knowledge you have gained from associations like PSA. When the warranty runs out in a year, guess who they're going to call?

The benefits that come from doing this kind of work may not seem to pay off right away, but as you build your customer database up, you begin to realize that you will likely have that customer for life. Warranties run out sooner or later, right? With this in mind, the best approach is to stay abreast of technology, attend as many service training sessions as you can afford, and always try to make the NASC Convention and Trade Shows whenever you can. This is a one-shot chance to brush up on your professionalism and keep in contact with the rest of your peers. We at PSA are always seeking quality partners for our members to benefit from, and this includes Third-party warranty providers. It's your chance to get your foot in a new customer's door without advertising! What a concept!

Look for some exciting news coming up at the NASC Convention in Dallas about how you can have this golden opportunity. We plan on having some great training classes this year, so make your plans now!

See the website for details: [www.psaworld.com](http://www.psaworld.com)

## Are you a great technician?

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September 26 – 29, 2016

# Troubleshooting newer style electronically controlled appliances- don't let the WiFi and other features scare you.

By Ralph Wolff, MCap, CSM

Where do you stand with these new appliances? Do you know what you need to know about these units? What, when, or how; I'm not sure I can get these into diagnostics or know where to start if I have to work on one of these appliances!

Relax; the world of major appliances can be scary for anyone. Being able to figure out these new appliances and even knowing where to start with these new appliances can be overwhelming but, you need to look at all of this as a challenge not defeat, it's not as scary as it seems.

All one has to do is remember the Basics and rely on already acquired knowledge of the way things work once you do, these electronic controlled appliances will take on a whole new look.

When a new appliance rolls onto the market and has Wi-Fi, Hot Water dispensers, Monitoring systems and special amenities one has to stop, take a deep breath, and remember this is only a machine. The basic functions still have to operate the same way as they always have; fill valves have to operate as fill valves, compressors have to operate as compressors, pumps still have to operate like pumps. Yes, they do it a little different but I bet you were as intimidated with the first older products you ever experienced as you are today.

We tend to get overwhelmed by the electronics and what the capabilities are but in reality these are simply machines controlled by electronic switches instead of the older type mechanical switches. Once we put these machines into perspective, they all of a sudden become less intimidating and more of a simple operation.

In today's machines their computer technology relies on inputs to make logical decisions then deliver outputs based on the inputs it sees or senses.

Remember way back when the first PCs started rolling out and people were wading through the new technology and the way things worked. We quickly figured out; garbage in, garbage out.

These new machines are the same way. If the board or computer chip sees garbage in its output is going to be garbage. This process is how we end up with Fault Codes that lead us astray and make us believe the information they are telling us.

These newest machines simply have more ways of communicating the same garbage as was being given out by the earlier machines. As a technician, your troubleshooting should not change, we still need to verify components, run checks and perform the basic troubleshooting techniques as before.

Think of a machine with a program where the machine is supposed to fill with water, wash, then drain; but during operation, it fills, washes, then when it is supposed to drain we received a Fault Code, F\*\* (Drain Pump not working), what could be the problem?

If we believe the fault code, we would be changing the pump. Would that correct the problem? What if it does not???

Could it be the Pump? YES! Could it be the Board? YES! Could it be the Power Supply? Also, YES!  
What are other possibilities? Where do we start, we have to investigate further.

Now, let's step back to the basics and analyze the situation.

## Is the pump running?

**YES**, then it is more than likely not the board!

If the pump is running and water not leaving the machine we would then need to investigate a mechanical problem; drain hose, stand pipe, etc..

**NO**, If the pump was not running and I checked for voltage from the board to the pump and had no voltage, then I would do further investigation of the board. If the pump does not run and we have a power source available, can I connect the pump directly to see if the pump runs? Yes, of course. That's how we should verify the operation of the pump.

When troubleshooting these new high tech machines, just remember your basics and don't let the technology overwhelm you. Another thing one should know, when one of these high tech machines is operating, it is following a programmed sequence and along the way gathering information to base its next decisions on and forming a logical process. As the machine gathers information, what if bits of the information is biased, incorrect, or just plain missing, the machine then makes decisions based on inaccurate information and will more than likely stop and deliver a fault code or possibly continue to operate but take a different path than the one originally programmed for.

The term applied to this process today is referred to as an Algorithm. Every electronic controlled machine follows a pre-programmed algorithm for whichever cycle is selected.

As implied above, when a problem occurs, the algorithm is disturbed and the machine starts changing its programmed process. This may cause a machine to add time to the cycle; add additional processes to the sequence, not perform functions as expected.

Now for the kicker; how do we figure out what the real problem is? We rely on the internal diagnostics built into the programming and by way of putting the machine into diagnostics; it checks things for us and gives us a diagnosis and prognosis. Following with the problem described above, machine will not pump out, and fault code indicates the pump is not working. Once we go into diagnostics, we find the pump does work, it does pump the water out so the board is doing what it is supposed to. Now what do we do?

What one must realize and learn the difference between running the algorithm and following the programming versus running in diagnostics; the machine does not follow a preprogrammed sequence when in diagnostics. Once in diagnostics, the algorithm stops and the manual mode activates and de-activates components.

Conclusion, when one receives a fault code and the machine is not performing a function as expected, one should not rely on the fault code alone but do further investigation and possibly manually operate components to verify the true root cause of the problem and/or customer complaint.

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45 days prior to event: \$300 cancellation fee  
15 days prior to event: no refund

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