



# PSA News

*The Association for Service Professionals*

## Why Are Company Values Important?

By Ralph Wolff, Industry Relations- PSA

Why are company values important? How would you define your company values? What are the perceived company values as they exist today?

Before you answer these questions you need to know what, in general, core values are. Core values are the things that you believe are most important in the way you live and work. Core values should determine your priorities and the priorities of your company. Core values are what support the vision of your company and help shape its culture. They are the essence of the company's identity – their principles, beliefs and philosophies. Many companies focus mostly on the technical competencies but often forget the underlying competencies that make their companies run smoothly. Establishing strong core values provides both internal and external advantages to the company:

- Core values help companies in the decision-making processes. For example, if one of your core values is to stand behind the quality of your products, any products not reaching the satisfactory standard are automatically eliminated.
- Core values educate clients and potential customers about what the company is about and clarify the identity of the company. Especially in this competitive world, having a set of specific core values that speak to the public is definitely a competitive advantage.

Identifying and understanding your company's values is a challenging and important exercise. Your company's values are a central part of the principles of your company– and will convey where you want to go and how you will get there. By becoming more aware of these important factors in your company, you can use them as a guide to make the best choice in any situation.

Some business and life decisions are really about determining what you or your company value most. When many options seem reasonable, it's helpful and comforting to rely on your values – and use them as a strong guiding force to point you in the right direction.

When you consider your values in decision making, you can be sure to keep your sense of integrity and what you know is right, and approach decisions with confidence and clarity. You'll also know that what you're doing is best for your company, your staff and your customers.

Making value-based choices may not always be easy. However, making a choice that you know is right is a lot less difficult in the long run. And if you empower your employees to make decisions, what better way is there to have them make those decisions than basing those decisions on the core values of your company.



How do you determine your core values? Don't just copy another company's set of values unless you have examined them very closely and know that they will fit. Otherwise take about 30 to 60 minutes and develop your own. After you have developed the list ask yourself the following questions:

- Do these values make you feel good about yourself and your company?
- Are you proud of your top three values?
- Would you be comfortable and proud to publish these values?
- Do these values represent the things you would support, even if your choice isn't popular?

To help you get started, here is a list of company values from ZAPPOS:

"As we grow as a company, it has become more and more important to explicitly define the core values from which we develop our culture, our brand, and our business strategies. These are the ten core values that we live by:"

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble

Finally, remember to regularly reaffirm your company's core values at staff meetings or post them on the wall in your office where they will serve as a reminder to your staff. Solid core values will reinforce your business relationships and help employees and management conduct their business in a fair and ethical manner.

## **Whirlpool Headquarters Improvements Start a New Phase**

Whirlpool Corp. has been working four years on a new Riverview campus project as well as major renovations in the company's global headquarters building, both in the Benton Harbor and St. Joseph Michigan area.

Last week Jeff M. Fettig, Whirlpool chairman and CEO, announced that Whirlpool will break ground in 2015 on phase three of its Riverview campus. The third phase includes a third three-story building alongside two current buildings. The company also announced it will move forward with a third phase of renovations at its Global Headquarters facility.

Whirlpool said that, with the establishment of its Benton Harbor Technology Center, the Twin Cities are now home to 1,200 engineers and technicians and serves as the global technology hub for all of the company's major categories including cooking, cleaning, laundry, and refrigeration. The facility is Whirlpool Corporation's largest refrigeration technology center and focuses on next generation processes and technologies.

When completed in 2016, the company will have invested \$155 million in all projects.

# Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

As the year 2014 comes to an end, we often take inventory of the year just past. In the middle of holiday celebrations of all stripes, football bowl games, shopping, shopping and more shopping (then returning), and time spent with friends and family, it's always a good idea to take a mental inventory of what we experienced through the past 12 months. In some cases, it may be either a happy or difficult process, but, as challenging as some years may be, there is rarely a year that we can't give thanks for something, or vow to better in another area. Be sure to take a moment to reflect, and to give thanks for the events and people that bring joy to your life. And if, like me, you have lost a loved one in the past year, give thanks for the time you spent together and the experiences you were able to share.



- Miele recently announced a policy where they ask the service provider/dealer to pay them back for parts and/or service charges incurred for “any poorly or incorrectly executed service or installation.” This is certainly not a new strategy in the industry, and as long as Miele gives the service provider or installer the opportunity to correct it themselves before calling in another party, I don't believe that this should cause too many waves. The issues come when the original provider is not given the opportunity to correct the problem, as they should be. Here's hoping Miele keeps that in mind- if you run into any problems or have experiences where you were not given the opportunity to correct the problem, let us know and we'll do what we can to help you.
- It's been kind of a warm winter here in the north (so far, anyway), but the temperatures in Orlando are still pulling us! Be sure to get your registrations in for NASC 2015 prior to the end of the year to get the best price possible- time is running out!
- It seems like a daily occurrence- a large retailer reports a data breach. Staples is the latest, but certainly not the last to experience a problem. These issues should serve as a warning to all of us- as convenient as the on line business world seems to be. There are dangerous pitfalls out there that we need to consider. Identity theft is at an all time high, and business transactions can be far from secure. It's probably not possible to totally protect yourself if you are doing business electronically, but please be sure you do what you can to keep your business transactions safe. If you have experiences that you might want to share, or protection that has worked well for you, let us know and we'll be sure to pass it along. In this day and age, it's important to work together to protect ourselves, and we'll do our best to do our part!



Finally, a very

**MERRY CHRISTMAS AND HAPPY NEW YEAR**

to all of you, and we hope you have a safe and happy holiday season and are able to celebrate the holidays in your own way. The ability to do this is what makes the USA unique and a big THANK YOU to all of those folks that are posted throughout the world, protecting our ability to live our lives and celebrate freely. We owe all of our active and retired military people a debt that we can never repay.

# BAT's All Over the Country!

PSA's Basic Appliance Training (BAT) initiative is continuing to sweep the country in 2015!

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.

There is one BAT class confirmed in early 2015- please keep your eye on the December PSA News and our web site [www.psaworld.com](http://www.psaworld.com), for the complete 2015 BAT and PSA training schedule...

**February- Appliance Parts Depot- Houston, TX February 10-12**

**March- NASC 2015- Orlando, FL March 30-April 2**

**April- Pending**

**May- Sundberg America- Chicago, IL (dates tbd)**

**June- Pending**

**July- Pending**

**August- Pending**

**September- Tribble's Appliance Parts- Fairfield, NJ (dates tbd)**

**October- Pending**

**November- Pending**

**December- Appliance Parts Depot- Phoenix, AZ (dates tbd)**

# Basic Appliance Training

**Certified B.A.T. Training Program**

Register Today for a Premium Training Experience



**Jim Campbell PSA's Official  
Appliance Technology Instructor**

## Day 1-Basic: Electricity

Electrical Safety  
Theory, Voltage, Amperage, Wattage, Resistance  
Ohm's Law and application of Ohm's law  
Alternating and Direct Current  
Circuit Fundamentals, series, parallel, combination circuits  
Electrical component operation and testing  
Use of Test Instruments  
Recognizing electrical symbols  
Reading electrical schematics and diagrams  
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  
Fundamentals and application of refrigeration systems  
Refrigerants  
Troubleshooting refrigeration systems  
EPA Requirements and Refrigerant Recovery

- **Send Your New Tech!**
- **Send Your Tech That Needs Help in These areas!**
- **Send the Old Guy Who Just Needs a Refresher!**

**3 Full Days**

**Only**

**\$425.00**

**Including Lunch each Day**

**Date: February 10, 11, 12 2015  
Tues, Wed, Thurs**

**Time: 8am - 4:30pm**

**Where: Appliance Parts Depot  
1224 N Post Oak Rd #200  
Houston, TX 77055**

Sponsored By



**Appliance Parts Depot**  
[www.APDepot.com](http://www.APDepot.com)

## To Register:

Go to [www.psaworld.com](http://www.psaworld.com) and click on  
**Basic Appliance Training Registration**

**Or call PSA directly at**

**1-888-777-8851**

**Payment due at registration**

**Limited seating**



**71 Columbia Street  
Cohoes NY 12047  
Phone 1-888-777-8851**

# In-store shoppers with smartphones look to manufacturer websites for information

December 3, 2014- More than half—58%—of shoppers using smartphones/tablets say they would prefer to look up information on their devices while shopping, rather than talk to store employees. The data comes from the Consumer Electronics Association (CEA).

This finding is especially true of men, as well as shoppers in the 25-44 age group.

Most mobile shoppers (62%) think the information they get online to be more beneficial than the information from in-store product displays or sales literature.

“Mobile devices have significantly shifted consumers’ shopping behavior,” said Steve Koenig, director of industry analysis, CEA. “Retailers are increasingly focusing on delivering a complete consumer shopping experience and mobile devices are now a vital piece of that puzzle.”

Mobile shoppers use their smartphone when shopping for electronics more often (60%) than when shopping for other product categories. Mobile shoppers for electronics use their devices:

- 63% to compare prices
- 52% to read customer ratings or reviews
- 51% to search the Internet for more information

Among mobile shoppers who use their devices while shopping:

- 69% conduct a general Internet search
- 52% visit a store-specific website
- 47% use a store-specific app
- 46% visit a manufacturer-specific website

“In a very short amount of time, a majority of Americans now own mobile devices and just as quickly, those mobile devices have become the viewfinders of American’s digital lives,” said Shawn DuBravac, Ph.D., chief economist, CEA. “We are now seeing this trend influence shopping habits, especially among tech purchases. Retailers are beginning to respond to consumers’ shifting habits, and that is especially true this holiday shopping season with increased focus on retailer apps.”

## The Best Technicians in the World Are Certified Technicians Are you One of Them?

*Prove that you are a Certified Professional*

Certifications offered at the present time include the following;

*M-CAP—Master Technician Appliances - T-CAP—Technician Appliances*

*CCS—Consumer Specialist - CSM—Certified Service Manager*

Become one of the industry’s Certified Professionals

*Call PSA at 888-777-8851*

# PSANet

is the Industry's  
most important source  
for  
Technical information and  
Troubleshooting Assistance

Need More  
**PROFIT?**

#### Features

- Covers both Standard and Premium brands
- No need to buy multiple copies  
Print more copies as needed
- Quote rates over the phone
- Change your rates at any time
- Customize your rates at anytime to meet your local needs
- Updated regularly to keep pace with industry standards



## PSA Flat Rate Program

Why are you charging by the hour when Flat Rates deliver more profit immediately and gives your customer the benefit of a national rate based on the actual time required to do the job? Your best tech finishes the quickly and charges less, while your slowest tech takes longer and charges more... You Lose!

**\$99.95**

Shipping included

#### Professional Service Association

71 Columbia Street  
Cohoes, NY 12047  
888-777-8851  
www.psaworld.com

## 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 \$39.95.

# If You are Not a Member of PSA

## This is what you are missing out on...

- **PSANet** - is free with your membership. This is an email network that keeps you up to date and informed on everything in the appliance industry as it happens. You also get help on tough dog repairs or business management problems. It allows you to communicate with hundreds of servicers just like yourself from all over the country.
- **PSA News** – Is free with your membership. It is published digitally on a monthly basis and is mailed in print each quarter to your business. Industry news, New Products, Product recalls, Articles dealing with everyday problems of service management are the staples of this publication to keep you up to date on what is happening in the industry.
- **PSA Service Library** - is only available to members of PSA and contains technical information on both standard and premium brand appliances plus HVAC. It comes on a 32GB Flash Drive that you carry with your laptop and you have all the tech info you need to complete the call in one stop. Includes disassembly, wiring diagrams and F codes.
- **PSA Certified Appliance Professional** - Technician Certification is the way you prove your skills based on industry-approved skill standards. Become a Certified Master Technician and wear the insignia of the best technicians in the industry with pride. Consumers treat you differently when they know a National Trade Association has certified you.
- **PSA Certified Service Manager** - Learn how to manage your business profitably and efficiently. Learn how to determine your Cost of Doing Business and how to market your company for growth. Learn how to deal with consumers and employees to make your company run smoothly. Learn all of the skills necessary to make your service operation a world-class company.
- **PSA Practice Exam** - This disk allows you to test your technical skills to see if you are qualified enough to take the exam for certification. The disk can be used over and over for more than one technician. If you would like to get all of your techs certified, this is how you start. It will tell you where they need improvement to pass the test.
- **PSA Cost of Doing Business Software** - Take the mystery out calculating your cost of doing business. This software does all of the calculations for you automatically after you input your expenses. It will also calculate your productivity and show you how labor costs, productivity and expenses that are under control will make your company a winner.
- **PSA Flat Rate Pricing** - Improve your company cash flow and be fair to your customers. By using the PSA Flat Rate Pricing guide, you do not subject your customers to higher prices for a tech who is not as productive as one of your best techs. The price guide shows national pricing for both standard and premium brands, Easy to use and to change the rates as you choose as well as make many copies.
- **PSA Understanding People** - This is a personality profile program that teaches you to understand who you are with your positive and negative characteristics. Once you understand how to use this tool, you can learn to evaluate other personalities and work positively with consumers and employees. Learning how to motivate people to increase productivity is a worthwhile project.
- **PSA Employee Handbook** - This is a complete employee handbook to with all of the conditions for employment clearly spelled out in clear concise language. You won't ever again hear "You never told me that!" It includes vacation times, holidays, company vehicle policy, harassment and everything else you need it comes in WORD format and can be modified to fit you needs.
- **PSA Technician Evaluation** - This is a program that will test the skill level of appliance technicians. It will tell you how much they know and where they are weak and need help. Using it for new hires is a great tool and in about 30 minutes of testing you know exactly where you stand with their ability to perform as a field technician. Everybody talks a good game but, this program proves it.



# NATIONAL APPLIANCE SERVICE CONVENTION

The Best Technical, Management & Basic Training for Your Techs, Office Personnel and/or Apprentices

## NAJSC IN ORLANDO

### 4 FULL DAYS WITH 112 SESSIONS

- Basic Appliance Troubleshooting
- Basic Electrical & Schematic Training
- Basic Refrigeration
- Electronic Devices in Appliances
- Appliance Mfg. Technical Training
- Business Management Training
- Certification of Technical Skills
- Certification of Management Skills
- Certified Service Center Preparation
- QuickBooks Training
- Excel Training
- Appliance School Instructors Meeting
- Great Food and Good Friends
- Great Southern Location

### Prepare Your Company to Become a CERTIFIED SERVICE CENTER

Become one of the best that our industry can offer to our customers! Certification testing and training will be provided at this convention for:



- Certified Consumer Specialist (CCS)
- Certified Service Manager (CSM)
- Certified Master Technician (MCAP)
- Certified Technician (TCAP)

Sponsored by PSA, the Appliance Service Industry's #1 Certification Association, supporting the industry with Conventions, Management Training, Direct Company Support and Great Fellowship.

### 4 FULL DAYS OF TRAINING

**Early Bird Registration:**  
**\$449**

(before October 1, 2014)

**Registration Fee:**  
**\$499**

(before January 1, 2015)

**Late Registration Fee:**  
**\$549**

(after December 31, 2014)

#### Cancellation Policy:

More than 90 days prior to event: no charge  
90 days prior to event: \$100 cancellation fee  
60 days prior to event: \$200 cancellation fee  
45 days prior to event: \$300 cancellation fee  
15 days prior to event: no refund

### Our Previous Sponsors Include:

- |                            |                           |
|----------------------------|---------------------------|
| 1st Source Servall         | LG Home Appliances        |
| Appliance Parts Depot      | Marcone Appliance Parts   |
| BrandSource Service        | NEW/Asurion               |
| BSH Home Appliances        | PSA                       |
| Core Centric Solutions     | Reliable Parts            |
| Dayton Appliance Parts     | Reckitt Benckiser         |
| Dey Distributing           | Rossware                  |
| Electrolux Home Appliances | Tribble's Appliance Parts |
| Exact Replacement Parts    | V & V Appliance Parts     |
| Fisher & Paykel            | Viking Home Appliances    |
| Fox Appliance Parts        | Whirlpool                 |
| Haier America              |                           |

**REGISTER NOW AT [www.psaworld.com](http://www.psaworld.com)**

**1-888-777-8851**