



PSA News

The Association for Service Professionals

Keeping Your Service Customers-

Tips for Your Service Technicians

By Jim Campbell- PSA, MCAP, CSM

How would you feel if I were to call you stupid?

Every day, there will be a service technician who guarantee's that they will never return to a customer's home when they question the customer's intelligence. It's easy to do sometimes, and unfortunately many techs don't realize they are damaging their future. This can result from giving what you thought was a helpful and experienced opinion to a customer.

There are a couple of snares that can get you if you're not careful. The first one is your personal perception of quality. Mentioning things like, "I hope you didn't pay too much for this", or maybe, "Why would you buy this brand?", can put you directly at odds with the consumer. The second biggest mistake is the 'frequency' subject. When a customer asks you if you see this problem often, and you reply, "Every day", the trap is set and you are in it. Your office CSR's can also make the same mistake if they tell a customer they "get this all the time".

Just about every one of us considers ourselves to be smart and savvy shoppers and we will defend our purchase decision and our intelligence to a fault. So, in walks a technician, an expert proven to be held in high esteem in the eyes of many customers, and this "all-knowing appliance Guru" promptly declares your purchase 'stupid'. How would that make you feel? I can't think of anyone who likes to have their shortcomings pointed out to them or get their feelings crushed.

When a customer asks, "Have you seen this before?", a safer reply would be, "I see more appliances in a week than most folks see in a lifetime. I have seen similar issues with all brands". Whether you like it or not, you are also a salesperson. You are selling yourself, your company image and your future by keeping that product fixed and in the house. You will not make yourself look any smarter by degrading the appliance you are working on. The simple fact is that the customer is already questioning their choice because the product has stopped working.

If you find that you have inadvertently slipped into this trap, try a little disaster control by commenting on how many features of the product you like and how you find that so many other customers like the same features and how many of these models were sold in your trading area. This will help to minimize the impact of your initial disastrous statements and will make the customer feel that they are at least not alone in their decision making.

Remember, when you make a comment about a customer's choice of appliances, you are also making a statement about that customer's sense of judgment which then almost always leads to the thought being raised as to whether or not they chose the right service company.

The above is a sample of the type of customer service training given at NASC 2014.

Attendance at NASC 2014 will educate you and your technicians in the new technical skills presented by the nation's top manufacturers and customer service skills presented by industry leaders with proven successful businesses. These new and updated skills will better enable you to keep up with the ever changing technical demands of our industry and high expectations of your customers.

You will be amazed at the return on your investment by attending NASC 2014. Quite simply, completing more calls on the first trip, less time spent on customer service issues, because of the training received at NASC 2014, will increase your bottom line in a hurry.

Learn more about customer service at the NASC2014 All Service Convention in Nashville March 24, 25, 26, 27. Go to www.psa-world.com to register.



Four Full Days of “HANDS ON” Technical Training



**HAIER, LG, BOSCH,
ELECTROLUX,
WHIRLPOOL, VIKING,
FISHER PAYKEL,
SPEED QUEEN,
-RICKET BENCKISER -
“The Chemistry of Laundry”**

Basic Also!! Basic Appliance Training (BAT)

Basic Electricity, Basic Gas, Basic Refrigeration, (BAT)

Basic Electricity, Basic Gas, Basic Refrigeration

- Diagnostic s & Troubleshooting
- Reading Schematics
- Alternating & Direct Current
- Refrigeration Systems
- Component Operation & Testing
- Circuit Fundamentals
- Proper Use of Test Equipment
- Theory, Voltage, Amps, Watts, Resistance

SIGN UP TODAY!

**NASC-2014 - March 24-27
Nashville, TN**

Register Now At

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- Certification
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\$479.00

With Meals

NASC-2014



Encompass Now Authorized Parts Distributor for Electrolux

Lawrenceville, GA., January 8, 2014- Encompass Parts Chain Solutions Inc., a leading provider of forward and reverse logistics services for a diverse range of finished goods and replacement parts, today announced it has completed an agreement to become an authorized parts distributor for Electrolux North America, a top global appliance manufacturer.

Under the deal, Electrolux will supply parts, installation materials and a variety of universal accessories for Electrolux's extensive kitchen and laundry product lines, under the Frigidaire, Gibson, Kelvinator, White-Westinghouse and Tappan brands in addition to the Electrolux brands.

"With the addition of the world-leading Electrolux brand to our existing appliance brands, Encompass is further strengthening our foothold in the appliance parts market to offer customers even greater access to original parts from renowned manufacturers," said Robert Coolidge, Encompass president & CEO. "We could not be more pleased to have this opportunity to join Electrolux's parts distribution network and help promote loyalty to the Electrolux brand.

Encompass will support Electrolux's authorized service network, service dealers, third-party administrators and end users through distribution facilities in Georgia and Nevada.

"This will be an excellent partnership," said Nathan Knowles, Director, Consumer Services Group, Electrolux North America. "Our authorized service technicians, as well as our consumers, will be well-served by the distribution Encompass is able to provide."

Unioncy Offers Post-Purchase Tool to Manage Appliance and Electronics Information

Unioncy (<http://www.unioncy.com>) is an international start up that supports consumers with their electronics and appliance by offering a simple, yet powerful device management platform that automatically builds a catalog of consumers' purchases and stores all of their product documentation and information (manuals, receipts, purchase details, serial numbers, etc.) in one place in the cloud. On top of the catalog sits a helpful set of features, like warranty and product recall tracking.

Based on popular demand, Unioncy, is now expanding into the product servicing area, build a map feature that aims to locate local service centers and connect them with US consumers that are looking for alternatives when their white goods fail. "A lot of people have voiced the problem of knowing where to turn when their white goods fail and this is the point where we hope to be able to assist, making use of strong service related organizations like PSA by, at no cost, referring our users that are looking for qualified service providers and directing them to PSA members," says Victor Bodin, founder of Unioncy.

The feature is now open for registration for service centers that would like to participate- if you wish to enlist your business, simply fill out the intro form located under Google at <http://goo.gl/prstfj>.

Technician Evaluation Disk

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.

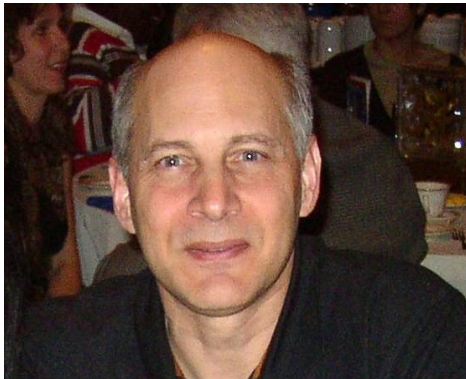
The PSA Technician Evaluation program evaluates the skill level of your prospective employee by testing them in 8 key categories- Customer Relations, Core Knowledge, Cleaning Products, Convenience Products, Cooling Products, Gas Cooking, Electric Cooking, and Microwave Cooking. The material will help 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. The cost is \$39.95.

Basic Appliance Training

PSA Certified B.A.T. Training Program



Carmine D'Alessandro
PSA Official Appliance Technology Instructor

**3 Full Days
Only
\$425.00
Including Lunch each Day**

Date: Feb 18, 19, 20, 2013
Tues, Wed, Thurs

Time: 8 am-4:30 pm

Where: All Brand Appliance Parts
2010 Springdale Rd.
Cherry Hill, NJ 08003

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!

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BY



To Register:

Go to 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

Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

OK- we made it through the holidays. All the get-togethers, family meals and parties, college bowl games (few of which we will discuss here) and other assorted fun and innovative ways that we as humans have a good time. Here's hoping that you all had a safe and happy holiday season, and you are back at it with batteries recharged and ready to roll!



- One of the really great (?) things about kicking off a new year is the chance to set up your new resolutions. Be they involving weight loss, quitting smoking or another bad habit, or just generally improving your outlook on life, New Year's Resolutions will be what you make of them. If you want to drop some weight (hand in the air here), the beginning of the year is a great time to start and to stay with it.

Some of the things that you as a business owner may want to do are to make some "business" resolutions- improve staff training, review your store policy guides, take a look at your rate schedules or additional support that may be needed by manufacturers that you support, or any one of a hundred others factors that influence your business. When you do this review, make it a company project- solicit advice from your service techs, CSR's, Parts staff, or any other employees. The more eyes that you can get involved, the better and more workable your final product will be

- PSA can certainly help you with a project like that. NASC 2014 takes place March 24-27 in Nashville, TN, and will offer not only the widest range of product service training in the appliance industry, but also many classes that are based in the development of solid, workable office support policies that can be used to develop your own operations manual, update or freshen existing programs, or provide frameworks for discussion among your work team about issues critical to your business. In any event, NASC 2014 is a program that should not be missed- registration continues, but space is becoming more limited, so be sure to get registered and prepare for another great week in Nashville!
- This is also a good time to sit down and talk to key dealers that you might provide service for. A regular schedule should be set up to discuss performance issues, but the first of the year always is a good place to kick those conversations off. Regularly scheduled meetings with your key clients will keep a clear line of discussion open, allow for points of negotiation to be addressed where needed, and focus on your openness to be a reliable partner to the dealer in question

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

The Financial Independence Top 20

By Chris Markowski

“The Markowski Quarterly”

Back in August of 2004, Jonathan Clements of *The Wall Street Journal* crafted a piece regarding financial independence. The points that Clements made in the article were eerily similar to the sentiments that I try to get through to my listeners, readers and clients. Financial independence and freedom are goals that everyone should strive for. Unfortunately, too many people fail to realize these goals.

Here is the original **Watchdog on Wall Street Financial Independence Top 20**:

1. Shopping is not your favorite pastime or hobby.
2. When prices of equities drop, instead of getting worried you sense an opportunity.
3. When stock markets race through the roof, you get nervous.
4. You pay yourself every month, putting money away from every paycheck.
5. You have a strict exit strategy for every investment, whether it is stocks, bonds or real estate.
6. Your estate is in order, and you update with every life-changing event.
7. You have no problem selling losing investments.
8. You can detect conflicts of interest with brokerage firms and insurance companies.
9. You have greater wealth than your neighbors, and they don't have any idea.
10. You never open up credit card bills with fear in your heart and mind.
11. You can afford to purchase a new car or boat, but you decide against it.
12. When brokers talk about how great they are at picking stocks, you are laughing on the inside.
13. You realize that bonds will not show doubles or triples in your portfolio and might actually drag down the overall performance, but you own them anyway.
14. You laugh when your friends talk about some hot new hedge fund they bought in to.
15. The goals for your family do not hinge upon your portfolio posting double-digit annual returns.
16. When you see someone buying lottery tickets it makes you nauseous.
17. You have the right amount of insurance and not a bit more.
18. You always try to max out your qualified plans.
19. You realize that television business shows are nothing more than entertainment programming.
20. When people happen to ask you for investment advice, you bore them.

2014 Basic Appliance Training (BAT) Update

By Randy Carney- PSA Executive Director

The 2013 PSA BAT program ended on a high note with a very successful meeting in Phoenix, AZ, sponsored by Appliance Parts Depot. This final class of 20 technicians concluded a very successful year.

PSA's Basic Appliance Training (BAT) initiative is continuing to sweep the country in 2014! We expect to have a class near you in 2014- stay close to PSA News and the PSA website (www.psaworld.com) for continuing opportunities to take part.

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.

The following is a preliminary plan for BAT sessions in 2014- please keep your eye on PSA News and our web site www.psaworld.com, for the latest BAT information.

- February- All Brand Appliance Parts- Cherry Hill, NJ (Philadelphia area) February 18-20
- March- NASC 2014- Nashville, TN March 24-27
- April- Dayton Appliance Parts- Columbus, OH April 15-17
Chicago, IL- Sundberg America- dates pending
- May- Tribles Appliance Parts- Fairfield, NJ May 20-22
- June- Dallas, TX- Appliance Parts Depot- dates pending
- July- Los Angeles, CA- sponsor and dates pending
- August- Houston, TX- Appliance Parts Depot- dates pending
- September- Kansas City, MO- sponsor and dates pending
Seattle, WA- sponsor and dates pending
- October- New Orleans, LA- sponsor and dates pending
- November- Ft. Myers, FL – sponsor pending November 12-14
San Antonio, TX- sponsor and dates pending
- December- Salt Lake City, UT- sponsor and dates pending

Whirlpool Notes Noncompliance Issues on Top Freezer Product Lines

WHIRLPOOL CORPORATION NORTH AMERICA REGION TRADE COMMUNICATION November 20, 2013

SUBJECT: Notice of DOE's Finding of Noncompliance of Certain Discontinued Top-Freezer Refrigerators

Whirlpool Corporation places the highest priority on product quality and consumer satisfaction. Accordingly, we are writing to notify you that in 2013, the United States Department of Energy ("DOE") finished testing four units of a Whirlpool-manufactured top-freezer refrigerator and found that the basic model of the units it tested was not in compliance with applicable federal energy conservation regulations.

Pursuant to the DOE's Notice of Noncompliance, Whirlpool is required immediately to cease distributing units of top-freezer refrigerators included within the basic model number, which we have done. Whirlpool ceased production of relevant models included in the DOE's findings shortly after we were first made aware of the DOE's concerns, and we transitioned to new models beginning in April 2013. As a result, most likely the inventory you have is not affected.

The models included within the DOE's notice of noncompliance were produced under the *Amana*, *Estate*, *Maytag* and *Whirlpool* brands between 2009 and April 2013. A list of these models is attached for your reference.

While we are investigating the DOE's findings and notifying our U.S. customers, please bear in mind that the Notice of Noncompliance relates solely to the issue of higher energy usage than is permitted by federal energy conservation standards. It has no impact on the safety, functionality or reliability of the units sold or currently in inventory.

We apologize for any inconvenience this may create for your business. As always, your account representative is available to assist you if you have questions. You may also contact us at 1-800-321-7613. If you receive inquiries from consumers, please direct them to our Consumer Care team at 1-800-253-1301 or Info@Whirlpool.com.

Sincerely,

Sam Abdelnour
Vice President, North American Sales
Whirlpool Corporation

Included Models

Below is a list of the included top-freezer refrigerator model numbers. Pursuant to the U.S. Department of Energy's Notice of Noncompliance, Whirlpool has ceased the distribution of all included model numbers in the United States. **Amana Brand**
Estate Brand

A8RXNGFXD
A8RXNGMWB, D, E, G,
H, N, S
A8TXNGFXW
A8TXNWFVB, Q, W
A8WXNGFWD, H

Whirlpool Brand

W8FLNGFVD, Q
W8FRNGFVD, Q
W8FXNGMWB, D, Q
W8RXNGMWA, B, D, L,
Q, S
W8TXNGFWQ
W8TPNWFYW
W8TXNGFWB, Q, T
W8TXNGMWB, Q
W8TXNWFVB, Q, T
W8TXNWMWB, Q
W8TYNWFVB, Q

Maytag Brand

T8RXNGFWD
T8TXNGFWQ
M8RXNGMXB, W