



PSA News

The Association for Service Professionals

WHY COMPANY CORE VALUES ARE IMPORTANT

By Ralph Wolff, MCap, CSM

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.

Keep Your Inbox Under Control!

By Jim Campbell M-Cap

Greetings from Tech Support!

New accounts are always overwhelming at first, mainly because of the unexpected help that is being constantly provided by your associates in the industry. We realize that these additional emails seem to be an imposition at first, but there's an easy work-around so you can enjoy the best of both worlds!

Here's how to stop it completely...

You have a setting feature called "filters". All email programs have these, as well as signature, etc. Go make a new filter, name it PSA. In the "from" section, paste: psanet@listbox.com

Then, these emails will go into your new folder with no additional clutter in your Inbox and no frustration until such time as you want to review them. We look forward to your participation in our endeavor to support the independent servicer!

PSANet

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

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.

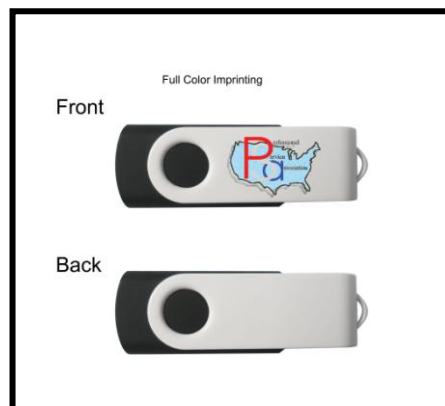
Just think how impressed your customer will be with your professionalism as your technician accesses technical information right in her own kitchen as the repair progresses.

View of both sides of the Flash Drive

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.



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.

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

Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

March is in the rear view mirror, and we all hope that our members and readers had a Happy Easter, and are enjoying the maybe not so slow changing of the seasons. Here in Iowa, where the weather is ridiculously fickle, we can have a day pushing 70 degrees (which is supposed to be average in my world after the end of February), and get snow the next. As I write these very words, it's 67 degrees outside. Tomorrow, we are supposed to have rain mixed with snow. So it goes.

April is also "Zoo and Aquarium" month, so if you are like me and your office gives enough time in a zoo environment, get out and spend some time with the fish. Preferably, with a baited hook. (Hold for the PETA response).



All right- onward and upward.....

- In early April, the PSA Board of Directors will be having our annual "Face to Face" meeting at the Marriott Quorum at the Galleria, which is also where our annual convention will be held this fall. While the board meets every month, this is one of the two times per year that we actually get to sit around the table and discuss issues live and in person. There is a lot on the plate at this springs meeting, and these members all deserve a tip of the cap for their efforts, as they are using their own time and treasure to be there and represent you. And I can attest to the fact that you will be well-represented! Thanks to all of these folks for their continuing hard work on behalf of PSA and its members.
- Such an opportunity to segue way... one of the key matters our board will be discussing are member benefits that you, as PSA members, receive. While it is easy for all of us to sit in conference rooms and work on what we THINK you would like, it is a lot easier for you to TELL us what you would like to see PSA offer you. Some things that are offered, such as PSA Net and the ability to purchase the PSA Service Library, are givens, but we are looking at additional benefits, such as products or discounts that we can partner on.

Tell us what you would like to see as PSA members- we want to offer you the very best, and to hear it directly from you would be a lot of help. Drop me a note at rcarney@psaworld.com if you have some suggestions. Even if you think it's a pretty wild idea, let us know about it. There are no bad ideas, just unspoken ones.

- For the past several years, PSA has been focusing on delivering our Basic Appliance Training sessions across the country, and we have been very pleased with the response. Moving forward, we are developing new training programs that you will be hearing more about in the coming months. Keep an eye on *PSA News* for the latest training information, and also, continue to support our partners in the appliance service parts industry that make these sessions available to you.
- Finally, it appears the Haier/GE transaction is continuing to move forward. It will be interesting, and also key to the industry, to see how the service side of the transaction moves forward. In other Haier acquisitions, the service support has not been impacted too much, and that may be the case with GE, at least for a while. At some point, however, there may be major efficiencies to be gained by integrating functions. We'll see how it all plays out, but, if nothing else, understand that Haier is now a major player in the US appliance industry.

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. The cost is \$59.95.

Call 1-888-777-8851 or www.psaworld.com and click on Member Tools

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, for the complete 2016 BAT and PSA training schedule...\

April-	Denver, CO- Dey Distributing April 19, 20, 21
May-	Atlanta, GA- Tribles Appliance Parts May 24, 25, 26
June-	TBA
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

The Service Professional's Pledge

You may have seen this before, but every now and then, it's good to remind ourselves exactly what we do and what we mean to our business, our customers, and our industry. Jim Campbell recently passed this along on PSA Net, and it seemed like a good time for all us to reflect...

Appliance Service Technician's Code of Ethics-

- 1. I will strive to produce nothing but first-class workmanship.**
- 2. I will take advantage of every opportunity to increase my knowledge and skills concerning the work I am doing. I will dedicate myself to lifelong learning to be at my best.**
- 3. I will use only those materials that are proven to be safe and recommended by the manufacturer.**
- 4. I will recommend to a customer only that work on the particular appliance which I believe to be necessary.**
- 5. I will treat a customer's appliance as I would my own.**
- 6. I will attempt to correct any honest mistake made by another technician, without damaging the reputation of that person or their business.**
- 7. I will conduct myself so as to maintain and increase the public respect for all PSA Certified technicians and independent servicers alike.**
- 8. I will practice Service Integrity, which means that to the best of my ability I will always work for the best interest of the customer, my employer and myself.**

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Where: Dey Distributing
930 Wyandot Street
Denver, CO 80204

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

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

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

Where: Tribles Appliance Parts
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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

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REGISTER NOW!
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Cancellation Policy:

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