

MANAGING & GROWING SERVICE PROFITABLY

October 20-21, 2026

8:00 a.m. - 5:00 p.m both days

Corken Steel Training Center
7910 Kentucky Drive | Florence, KY 41042

Class fee: \$700 per person*

CORKEN
STEEL PRODUCTS

Since 1955



Driving Profit & Growth



ABOUT THE TRAINER: **JENNIFER SHOOSHANIAN**

Jennifer brings her vast knowledge and experience as a service manager to BDR's training program. She helps dealers appreciate their service department as a profit center, not just a necessary evil.

Jennifer started in the HVAC industry at Jacobs Heating & Air in 1991. Her experience includes new construction and retro-fit, but her specialty and passion is service. She ran Jacobs service department for 6 years. During this time, the service department's revenue and net profits increased by over 50% with fewer technicians than when she started.

CLASS DESCRIPTION

Managing & Growing Service Profitably is an in-depth review of the principles and strategies necessary to run a profitable service department or division. Many dealers view their service department or division as a necessary evil or loss leader, not a profit machine. In this course, dealers will learn the correct approach to running a profitable service department or division that can generate 20-35% net income each month.

CLASS MISSION

- Learn the top five keys to managing and growing your service department along with the tools to put them in place.
- Determine how to correctly charge for technician labor.
- Turn your service department into a profit machine.
- Manage, motivate and maximize service technician's performance.
- Learn what the service department's potential is and how to capture it.
- Maximize performance through efficient dispatch and scheduling.
- Proper management and pricing of maintenance agreements. (Residential & Commercial)

WHO SHOULD ATTEND?

Owners
Sales Managers
Dispatchers

Approved for 16 factory hours for Elite dealers.

Class certified for NATE CEUs.



*Corken Steel offers the following payment options for this course:

- Six-month payment plan
- Marketing co-op funds may be used, based on availability.
- **Moneyback Guarantee:** If you are not fully satisfied after six months, you will receive a full refund.

To Make Your Reservation:

Contact Jeanean Vincent at 859-815-1253
or jvincent@corkensteel.com