



SERVICE & MAINTENANCE

ULTIMATE SALES SUMMIT

ATTENTION ALL ELECTRICAL & MECHANICAL CONTRACTORS!

Multi-year service agreements can be one of the most powerful tools in your business strategy as a contractor. While often overlooked, these agreements deliver long-term advantages such as **consistent revenue across all trades, stronger client loyalty, and smoother scheduling between projects**. By locking in service across mechanical or electrical systems over several years, you not only ensure **predictable cash flow** but also position your company as a trusted, ongoing partner, rather than a one-time service provider.

Over two transformative days, you and your team will discover how to elevate your contracting business using Sean's proven, industry-specific service and sales process. Learn how to build **value-driven proposals, master advanced sales and closing techniques, and align your operations with your organization's long-term growth vision**, refined over 30 years of proven contracting success.

It's time to take your service and maintenance division to the next level and position your contracting business as a trusted partner for the long haul.

TWO DAY AGENDA:

- Recognizing The 5 Reasons Why People Don't Buy
- Introduction to Selling Multi-Year Service Agreements
- Implementing the 3-Step Maintenance & Small Project Sales Process
- Building your Service Model
- Prospecting & Lead Generation
- Sales Pitch & Presentation Skills
- Negotiation and Closing Techniques
- Managing an Owner Direct Sales Team
- Best Practices Workshops and Q&A

TWO DAY PRICE: \$7,500 (excludes travel costs)



SEAN SAMSON

Speaker | Author | CEO | Inventor

Sean Samson is a highly sought-after thought leader, mentor, and visionary in the Electrical, Mechanical, and Service & Maintenance industries. A serial entrepreneur, sales expert, and success coach, he is also the inventor of **EMAPlus** and **GRABBIT** guitar stands. Sean authored *The 5 Reasons Why People Don't Buy* and developed the 5 Reasons Selling System.

As the CEO and founder of Sean Samson Training, LTD, he has trained, scaled, and consulted over 300 contracting organizations across 16 countries. His industry-specific training focuses on helping contractors go from a transactional business to establishing a predictable recurring revenue business model by strengthening their Service & Maintenance operations.

TRAINED AND SOLD OVER \$500M IN SERVICE AND MAINTENANCE AGREEMENTS AND SMALL PROJECT WORK

"As a full service Electrical Contractor that specializes in many vertical markets, we've realized weaknesses in our Sales Process and Sales Cycle. Sean Samson training has been tailored to fit our exact needs that align with our business model. A plan to accelerate our Electrical Sales programs are being implemented that will be a key component within our Service and Sustainability Division. Sean and his team provide multiple resources in the trainings that will only lead to future success! We are very motivated to follow the process and are excited to see our growth as we move forward!"

CHAD SHULTZ

VP OF OPERATIONS, CORBINS ELECTRIC, PHOENIX, AZ



@seansamsontraining