

SERVICE REVENUE WORKSHOP

6 BUILDING BLOCKS TO SCALING YOUR SERVICE-BASED BUSINESS

Most contractors struggle to get past common obstacles, keeping them from major growth. Those obstacles could be: **revenue fluctuating, sales dependent on personalities, departments operating in silos, profitability isn't predictable, or the company simply can't run without them.**

Service businesses don't grow by chance; they grow by design. When the six building blocks are aligned, your team becomes more confident, your customers become more loyal, and your valuation becomes more predictable, **one block at a time!**

APRIL 28TH, 2026 12:00-12:45 PM EST



WHAT TO KNOW?

In this webinar, attendees will discover the **6 Building Blocks** and how disciplined tracking, accountability, cross-functional alignment, and consultative selling create scalable systems, stronger teams, and a company built to be truly valuable and acquirable. Discover the mindset shift between construction-driven and sales-driven contractors, and why it defines growth, profitability, and enterprise value!

If your service team is working hard but your revenue isn't growing the way it should, it's time for a reset. This Service Revenue Workshop is designed to help service teams build a stronger, more profitable operation, one that delivers **exceptional customer experience and consistent revenue growth.**

NEXT LEVEL THINKING:

- Discuss how Sales-Oriented Contractors Think vs. Construction-Oriented
- Building A Culture of Consistency & Excellence
- Developing Your Niche
- The Cost of Doing Nothing
- Scaling for Success

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WHO SHOULD ATTEND??

Everyone in your contracting business has value and holds a key role for growth. Professionals from diverse roles within your organization, including Project Managers, Electricians/Technicians, Business Development roles, Service Managers, Operations roles, Principal Owners, and Shareholders, are all encouraged to participate!

BUILD FOR THE FUTURE!

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HOSTED BY INDUSTRY THOUGHT-LEADER

SEAN SAMSON

Sean is a highly sought-after industry thought leader and mentor within the Electrical, Mechanical, Service, and Construction arena. Sean has addressed audiences worldwide on Sales, Service, and Maintenance, and Strategic Planning and has personally trained, scaled, and consulted over 300 contracting organizations in 16 countries.



As the CEO and founder of **Sean Samson Training, LTD**, SST's "industry-specific" contractor training concentrates on creating higher valuation and predictable recurring revenue by advancing the "Service & Maintenance" side of the business. It is accomplished through his 30 years in the construction and service industry, real-life experience working and selling for a union NECA electrical contractor in the field, and his exclusive immersion-based 5 Reasons Selling System©, derived from his book "The 5 Reasons Why People Don't Buy" also available on Amazon Books.

Sean's most recent venture is **EMAPlus**. A specialized SaaS platform built for service and maintenance-driven electrical contractors who want to scale through compliance, structured maintenance programs, and pull-through dollars, not by chasing construction bids. By unifying customer management, asset inventory, and agreement pricing into one streamlined workflow, **EMAPlus** enables contractors to manage the entire lifecycle of an electrical maintenance agreement from a single platform.

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