



PSA News

The Association for Service Professionals

PSA Service Library for 2013 is Now Available

The 2013 version of the PSA Service Library is now available. This new version comes to you in the form of a 32GB Flash Drive complete with appliance service information and also with HVAC products included. The 2013 version contains 65% more information than was included on the previous 16GB version. The cost of this valuable tool is still the same as last year at \$99 per Flash Drive.

Since we provide you with the data free of charge, what you are paying \$99 for is the cost of the 32 GB flash drive, 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 from the providers.

Because of the size of the library it will only be available on the flash drive. It would require 8 DVD discs to hold all of the information and would be more costly (8 X \$15 = \$120) and more cumbersome to handle then the \$99 flash drive were you just plug it into the USB port and it runs right off the flash drive.

Another new feature 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.

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.

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 enroll on-line at www.psaworld.com.

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



Justifying your CODB to the Customer-

By Jim Campbell- PSA, MCAP, CSM

In today's struggling economy, a lot of our business has decreased due to the consumer's ability to afford a repair. Judging from the steady increase in credit-card sales of white goods, many are avoiding repairs and opting to replace instead. As servicers, we need to look past the lack of current business and focus on the times ahead, as new products mean learning new service techniques. This is a validation for the importance of keeping abreast of technology! When you don't have the necessary support in your business, things can cost you time and money (something I touched on in this December's article). This is yet another excellent reason to keep your PSA conference attendance regular.



An important aspect when dealing with a C.O.D customer is having to explain why technical labor is so high lately. Many of us are still living in the past, when appliances lasted 25+ years, gas was cheap and service charges were nominal at best. In fact, the "Lonely Maytag Man" only perpetuates the myth, although a great sales gimmick at the time. My point is this: when a customer gets the bill or estimate, it is often accompanied by questions as to the cost of service. This is when you can practice both your diplomacy skills and your business sense at the same time. When you are done, the customer will have a deeper appreciation for the work we perform.

How To Justify Your CODB When They Call:

Occasionally, (and I bet you've heard them ask this more than once), they will say, "Do you have all the parts you need on your truck?"

Customers must realize that, just as our phones, internet and other mobile technology has sprang up in the past 30+ years, and so have appliances. In those days, we used to have only a handful of manufacturers and parts were easy enough to keep up with in our trucks. Gas was cheap, overhead was at a minimum. Now, there are additional brands, a plethora of different designs and models, plus an extreme increase in the cost of keeping up with all this. For this reason, it is better that we stock only the most common parts likely to fail. Always assure the customer that you have a local resource to obtain parts quickly if a part must be ordered.

Answering questions about why things are so expensive to fix nowadays, the answer is multi-fold.

- a) Insurance (medical, vehicle, liability, property)
- b) fuel
- c) utility costs
- d) parts costs have increased exponentially since 1975
- e) cost of training to keep up with new products

I'm sure there are things I have omitted from the list, but you get my point. It costs more to do what is expected of us as professionals. Sometimes, explaining these things to the customer will give them a better sense that we are all in the same boat here...but at least they have the best bang for the buck when they call you, because you are a proud member of PSA and take the time to learn from the best!

May we all have a joyous and prosperous New Year in 2013!

PSA's National Flat Rate Pricing Guide

PSA Flat Rate Program – PSA has developed a flat rate pricing program that is easy to use and is 100% flexible to meet the service company's needs. It covers all brands both standard and premium brands in one program and allows the user to adjust rates according to local market needs. You can print out as many books as you need as often as you need for your technicians at no additional charge.

- Improve your profits and cash flow
- No monthly payments
- One program meets your needs for any number of technicians
- Print as many copies as you need at no additional charge
- One program will cover both standard and premium brands
- Change your rate on demand to meet local conditions
- Modify you rates to run specials during slow periods
- The program uses the resources of a national trade association to determine job codes and time requirements

PSA Member Price
\$99.95



Order online at www.psaworld.com - Member Tools
Or 1-888-777-8851

Growing with Your Company

As your business moves beyond the start-up stage, you may need to change your leadership style and acquire new skills. Some people who have been there can tell you where to focus your efforts.



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Making the transition from a start-up through a business's next phase of development presents especially thorny issues. As the stakes rise—as a company adds revenues and employees—so do the owner's responsibilities. And as companies evolve and mature, they need leaders to provide an increasing level of professional management know-how while also maintaining and building upon the essence of what made their businesses successful in the first place. At this point in a company's life cycle, many CEOs identify stress management and verbal communication as the skills most valuable to a business owner.

According to one chief executive who took her company through this stage, the job at this point becomes "all about stamina." She was thinking con

stantly about how her company would make payroll, create new customer relationships and quickly scale up its team. Dealing with stress in constructive ways and staying focused on short-term goals and the young company's vision were imperative. She also had to be a strong verbal communicator, she says, in order to maintain a high level of engagement and motivation among her team. In other words, she had to be "the eternal optimist."

Stay focused on the long term

For companies in the manufacturing sector that are moving beyond the start-up phase, the CEO's communication, team-building and goal-setting skills, as well as the company's ability to strategize for the long term, become increasingly important. One business coach who formerly owned and operated several manufacturing businesses adds that it's imperative for a CEO to focus on the long-term goals and values of a company, because at this stage in a company's development, employees are looking for direction and purpose. A company's growth potential, he adds, is only as great as the ability of the people doing the work. It's important for CEOs to ensure that they have the right people in the right positions.

The authors of the 2012 book *Triple Crown Leadership: Building Excellent, Ethical, and Enduring Organizations* researched the leadership skills of more than 60 business leaders in 11 countries, and found that at this stage in a company's life cycle, the most successful CEOs begin focusing on solidifying the future of their companies. They can do so by ensuring that all of the requisite skills and functions are represented, including product/service offerings, marketing, finance and human resources. The authors add that at this point, many business owners start looking outward by forming a board of directors with the skills needed to help the company avoid disasters and continue growing. Self-awareness comes into play here—a founding CEO may not possess all the needed skills, and he or she needs to recognize that.

Embrace change—and be honest about where you are

A CEO must be able to recognize when a business needs to make the transition from start-up to maturity, and then be motivated to take some kind of developmental action that is systematic, rigorous and linked to the business's current value and future strategic needs. As the CEO of a consulting firm puts it, such moments demand that business leaders hold up a mirror for a brutally honest assessment of where they are and where they need to be.

No matter how mature—or how large—your company is, acquiring, developing and refining leadership skills is a lifelong process, and that's as it should be. Wise chief executives never stop learning. They're fully aware that the behaviors and abilities that serve them well today may not help them meet the business challenges of the future. And that's the way it should be.

Some management experts draw a parallel between the development of business leaders and that of professional athletes—both need the help of coaches and managers. Their success is the concern of anyone influenced by their decisions and strategies. With that in mind, all those who are affected should care about and support their continual development both internally and externally.

"Growing With Your Company" is a guide for business owners navigating the many hurdles and opportunities that come alongside growth. It surveys a handful of seasoned business veterans from around the country, and outlines some of the most important skills that leaders must develop as their companies change. It also includes a list of professional resources that executives may want to tap to further their skills.

Fiscal Cliff Drives Down Consumer Confidence

Dec 27, 2012

The Conference Board's Consumer Confidence Index dropped for a second month in December 2012 as consumer anxiety increased over the looming fiscal cliff. The Index, which was 71.5 in November, dropped to 65.1 in December.

The Expectations Index, one of the components of the overall Consumer Confidence Index, dropped from 80.9 in November to 66.5. Another component, the Present Situation Index, went from 57.4 last month to 62.8 in December.

"The sudden turnaround in expectations was most likely caused by uncertainty surrounding the oncoming fiscal cliff," said Lynn Franco, Director of Economic Indicators at The Conference Board. "A similar decline in expectations was experienced in August of 2011 during the debt ceiling discussions."

She added, however: "While consumers are quite negative about the short-term outlook, they are more upbeat than last month about current business and labor market conditions."

Showing respect pays off

Starting my business almost 20 yrs ago I decided early to respect and help the other independent servicers in my area. Yes, even at times referring calls to my competition. Never talk badly about another servicer, even if they may have screwed up and we may have to fix a mistake made, cutting someone else down puts you in a bad light. I was the "new kid" on the block once and believe me got some looks when walking in and picking up parts locally in the early days.

Helping each other is what we do well here within the PSA organization! But by lending a hand to fellow servicers locally has paid huge dividends! I have been able to "borrow" parts off fellow techs if I need a part quickly, have even met other independents in a parking lot to get a much needed part and get the repair done immediately and vice versa. If other techs go on vacation they funnel their calls to us and we return favor when we are swamped with work. We give each other tips and help each other when in a bind.

Trust and respect is earned over time! You may get burned by one or two, but they will get weeded out eventually. And someday, it has and will happen, guys will retire or want to sell out. Who will they come to first. Just something to think about...

I am grateful for the PSA, the help and knowledge is priceless. Thank you to all that make it possible. Hope to see you in Miami!!!

Thanks to all,
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Whirlpool: Ruling on Appliance Imports Supports U.S. Manufacturers

Dec 20, 2012

The U.S. Department of Commerce (DOC) gave its final ruling in a case involving imports of large residential washers from South Korea and Mexico. The DOC concluded that South Korea-based appliance manufacturers, including LG and Samsung, are dumping large residential washers into the U.S. market, violating U.S. and international trade laws.

The Dec. 19, 2012 ruling came in response to a petition filed by Whirlpool Corp. in December 2011.

"This decision is an important victory for our 22,000 dedicated U.S. employees, the consumers we serve, and the U.S. appliance industry," said Marc Bitzer, President, Whirlpool North America Region. "Whirlpool has made substantial investments to increase production here in the United States and to fuel innovation that creates superior products for consumers. On a level playing field, we are confident that Whirlpool will continue to produce leading innovative products demonstrating the vitality of American manufacturing."

The DOC announced the following dumping margins for South Korean and Mexican producers:

South Korean Producers

- * LG: 13.02%
- * Samsung: 9.29%
- * Daewoo: 82.41%

Mexican Producers

- * Samsung: 72.41%
- * Electrolux: 36.52%
- * Whirlpool: 72.41% (Whirlpool said it has discontinued shipments of washers from Mexico for sale in the United States. Therefore, no cash deposits will be required.)

A second ruling from the DOC on December 19, in a separate case, determined that unlawful subsidies were provided on the same products from South Korea. The DOC determined countervailing duty margins of 72.30% for Daewoo and 1.85% for Samsung.

Whirlpool said that, as part of its strategic commitment to invest in U.S. manufacturing to supply the U.S. market, it made significant investments at its plant in Clyde, Ohio, where it manufactures large residential washers. As a result of these investments, Whirlpool now manufactures all of its large residential washers for the U.S. market in the Ohio plant.

Whirlpool said that it expects the U.S. International Trade Commission (ITC) to vote on Jan. 18, 2013, regarding injury to the domestic industry caused by the dumped and subsidized imports

In February 2013 Whirlpool expects final orders published with the issuance of final affirmative determinations from the DOC and the ITC.

Rent To New...a dream come true!

By Ed Hession, Ed's Deal, Lafayette, IN

A profitable niche market you can carve out for yourself if you're an independent self-servicing new appliance dealer who probably also sells refurbished appliances to make ends meet.

This is a business model the big box stores and the Rent-to-Own stores don't want any part of.

The neat thing is – it fits you perfectly, it's low risk, and you can start up with little or no extra capital. If you're tired of being “beat up” by the big box stores on new sales and used sales are suffering from the onslaught of the rent-to-own store, it's your turn to be the price bully.

I compete with the rent to own stores but I don't do rent-to-own – I do Rent To New, this is a genre I invented so I'm naming it. Rent To New gives every customer a new appliance but you never have to repossess it.

Use my idea for free – I've used it and refined it over a period of enough years to be proven.

You should continue to sell refurbished appliances – you know they “cherry pick” when they select the used appliance from your display group – you'll use the uglier, dated-looking units they pass over – ones you know work great but aren't appreciated by shoppers.

Rent this washer or dryer for \$3.99 per week if it's a regular capacity or \$4.99 per week if it's the larger capacity – a buck or two more perhaps if its a refrigerator that needs to look a little nicer in the kitchen.

Be sure to establish in your contract that you normally rent this unit for (establish a rate maybe 6, 7, or 8 dollars more per week).

The reason you're cutting the rental rate – you want your prospect to be fully aware – is the plan requires a new appliance to be selected at the single price (not Rent To Own (RTO) triple price) and placed in LAY-AWAY.

Explain that there is no time limit to pay it off, but that you require a minimum of (you choose) 6, 7, or 8 dollars a week to be paid to depreciate the lay-away balance. That way you're covering the discount you offer on the rental in case the customer wants to bail out on the plan before the new appliance lay-away is completely paid for.

I write out a bill of sale with a meaningful first few letters and numbers of the model but not the last letters and series until the sale is complete to avoid misunderstandings of the exact model (reveal in no uncertain terms that we rotate our new inventory and that by the time their new appliance is paid for that they may receive a more current but equivalent model) and purchase date which will be the date we finalize the sale at the end of the lay-away and arrange for delivery to officially start the warranty.

I collect \$45 up front for delivering and installing a washer or dryer and an extra \$10 for installing a second appliance at the same time. We don't allow U-hauls on the loaner but will on the new appliance when it's paid for. I also collect the first week or two (or month – multiply both payments by 4.33) depending on the income period of the customer.

I try to get \$75 - \$150 down and explain that the extra will be credited to the lay-away account to give it a more solid start and establish customer intent and ability to pay. If they came in to shop used because they thought no store would give them payments on new – the more meaningful down payment will be even less of a problem.

I charge \$1.00 a day per account for late payments – don't be soft on that one – they'll respect you for it and they won't tend to pay you last.

The temporary appliance is officially a rental but we don't charge the rental price. After all, the word rental is pejorative. We call them “loaners” (a friendly word), it's associated with a very friendly price. Rent to own doesn't even touch \$3.99! We call the genre Rent To New because it connotes a rent to own alternative and so gets the attention of the rent to own prospect and suggest that they have an option. Be assured, if they've experienced rent to own they're open to options.



The supply of loaners is never a problem because most of them eventually come back to your store. In fact, your Rent-to-New customers will supply you with “haul offs” many of which you will convert to loaners too. I find that loaners actually become a space problem so don't spend too much on parts or labor on every unit you could refurbish. Loaners out in the homes are repaired at no charge, of course, but if repair is major or the customer is “spooked” by it for some reason, just replace it -it's an easy and inexpensive solution. Another reason to keep your refurbishing investment in loaners low is that (even though the temptation to “steal” your loaners is much less than the temptation to steal from the Rent-to-own store) you will lose some. You will lessen those losses if you can log on to your county website and check court records after photocopying their photo ID. We advertise “no credit check” (same as RTO) but we don't claim not to do a background check. If an eviction shows up once 3 or 4 years ago, or if they have an unstable or low-paying job, they still get the approval of our plan but I'm more “selective” when I pick out the loaner for them. Three evictions in three years cannot be trusted – politely refund their down payment and forget them – if they don't even pay the landlord, they sure won't pay you.

Best of all, rental purchase shoppers with larceny in their hearts in the beginning will be least interested in your plan and will disqualify themselves – that's what I want. Moral people, on the other hand (even though they have stumbled some in their budgeting) know they



deserve to be treated better than being charged three times the price of new for an appliance THAT PROBABLY WASN'T EVEN BRAND NEW WHEN THEY RECEIVED IT!

Your customer who completes the plan will actually see you as their hero and will not hesitate to recommend you to friends and family. You ARE their hero – you gave them brand new at the single, cash price AND gave them payments AND charged no interest AND gave them the new factory warranty intact at the end of the payment period (that's when RTO cuts them loose on free repairs). Yes, they paid \$3.99 or \$4.99 a week on top of the lay-away but they washed 5 to 15 loads that week – obviously a bargain.

Because your risk is so much less than RTO, you can afford to be more patient with deserving customers struggling to make payments. I usually allow an established customer, legitimately laid-off, to “freeze” the lay-away account as long as I, at least, receive the loaner payments until they get back to work.

Speaking of risk (risk and its associated costs is central to everything in the rental purchase business) you've learned by now, is minimal compared to RTO so you have a remarkable competitive advantage.

Let me put it this way – I try to prevent losses – but if one of my loaners disappears – it hurts my feelings more than it hurts my bank account. I possess the lay-away they didn't pay off and that's the way it should be. The business is fun again.

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P.S. One last thing – this plan could be very good for you and your cash flow but put the lay-away money into buying inventory and fire your floor planner who is killing you with interest. I'm going to be very sorry I shared this if I ever hear of anyone killing the goose that laid the golden egg by spending the reserve money prematurely and then going bankrupt when your delivery obligations reach a crest.

GE Launches Largest-Capacity Topload Washer

Dec 18, 2012

GE Appliances designed its newest high-efficiency (HE) topload washer to have the industry's largest toploading capacity - five cubic feet - while using less energy and water than a traditional washer.

GE said that, according to Association of Home Appliance Manufacturers data, the HE topload market has expanded 34% in the last 2 years.

"While awareness for high-efficiency topload washers is still relatively low, when consumers learn about the benefits, they are jazzed about them," said Heather Koyama, topload laundry product manager for GE Appliances. "It's the best of both worlds...a completely redesigned washer with huge capacity that uses less energy and water and yet looks familiar and easy to use."

To be categorized as an HE washer, the appliance must meet certain standards for water, electricity, and detergent use. Koyama said the new GE appliance is about 60% more water efficient than a traditional topload washer. Because it does not have an agitator, like many HE washers, more space is freed up for the laundry load.

The unit provides higher spin speeds, so more moisture can be removed from the clothes, and therefore saving energy in the dryer.

The appliance also has the SmartDispense function, which stores up to a gallon each of detergent and fabric softener and dispenses them automatically. The amount of detergent dispensed is based on each load's soil level and fabric or cycle type. This feature can be turned off or adjusted to accommodate special loads.

A communication cable, sold with a matching dryer, enables the washer and dryer to communicate, so the dryer can be automatically programmed based on the washer setting.

The new washer is an Energy Star appliance that meets CEE Tier 3 requirements for energy and water efficiency.

E-wash and E-dry Settings offer up to 10% reduction in water and energy consumption per load to cut down on the water and electricity bills. The models also are Smart-Grid enabled.

A mobile app showing the status of your laundry will be available in 2013. It will function in combination with a GE Nucleus and an Appliance Communication Module.



Four available washer models will have a manufacturer's suggest retail price of \$799-\$1,399. Three dryer models has an MSRP of \$899-1,199.

NEWS from CPSC

Office of Communications

Washington, D.C.

FOR IMMEDIATE RELEASE

December 18, 2012

Release #13-073

LG Recall Hotline: (855) 400-4639

Sears Recall Hotline: (888) 812-2935

CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908

LG Recalls Top-Loading Washing Machines Due to Risk of Injury

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed. It is illegal to resell or attempt to resell a recalled consumer product.

Name of Product: Top-Loading Washing Machines

Units: About 457,000

Manufacturer: LG Electronics Inc., of South Korea

Hazard: An unbalanced load can cause the washing machine to shake excessively and the drum to come loose during use, posing a risk of injury to consumers and property damage to the surrounding area.

Incidents/Injuries: LG has received at least 343 reports of washing machines vibrating excessively, of which at least 187 involved minor property damage. One minor injury has been reported.

Description: The recall involves three LG and three Kenmore Elite Brand top-loading washing machine models manufactured between February 2010 and November 2011. The units come in beige, white and graphite steel colors. Recalled washing machines have the following model and serial number ranges:

The model and serial number can be found on a label fixed on the rating plate on the top back of the washing machine.

Sold at: LG models were sold at Best Buy, Home Depot, Kmart, Sears and local retailers nationwide. Kenmore Elite models were sold at Kmart and Sears. All were sold from April 2010 to December 2012 for between \$899 and \$1,099.

Manufactured in: South Korea

Remedy: Consumers should immediately contact LG or Sears for a free in-home repair of the machine. Consumers will also receive supplemental information to be inserted into their owner's manual and a new caution label to be placed on the washing machine. Consumers who have observed their recalled washing machine shaking excessively should immediately stop using it. Consumers should be aware that loading their machines with water-proof or water-resistant items, such as mattress pads, mattress covers and similar items, increases the chances of loads being unbalanced.

Consumer Contact: For LG; toll-free at (855) 400-4639, from 8 a.m. to 7 p.m. CT Monday through Friday, or 8 a.m. to 2 p.m. CT Saturday, or online at www.lg.com/us and click on Public Notices. For Kenmore or LG washers purchased at Sears or Kmart; toll-free at (888) 812-2935, from 7 a.m. to 7 p.m. CT Monday through Friday, or from 7 a.m. to 6 p.m. CT Saturday, or online at www.sears.com and click on Customer Service Home then Product Recalls in the Product Information section.

The U.S. Consumer Product Safety Commission (CPSC) is still interested in receiving incident or injury reports that are either directly related to this product recall or involve a different hazard with the same product. Please tell us about your experience with the product on SaferProducts.gov

CPSC is charged with protecting the public from unreasonable risks of injury or death associated with the use of the thousands of consumer products under the agency's jurisdiction. Deaths, injuries, and property damage from consumer product incidents cost the nation more than \$900 billion annually. CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed to a decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

Under federal law, it is illegal to attempt to sell or resell this or any other recalled product.

To report a dangerous product or a product-related injury, go online to: SaferProducts.gov, call CPSC's Hotline at (800) 638-2772 or teletypewriter at (301) 595-7054 for the hearing and speech impaired. Consumers can obtain this news release and product safety information at www.cpsc.gov. To join a free e-mail subscription list, please go to www.cpsc.gov/cpsclist.aspx.

Brand	Model	Serial Number Range
LG	WT5001CW	002KW*****
	WT5101HV	through
	WT5101HW	111KW*****
Kenmore Elite	29002	005KW*****
	29272	through
	29278	111KW*****

If you are not a member of PSA

This is what you are missing out on

PSANet is free with your membership. This is an email network that keeps you up to date and informed on everything in the appliance industry as it happens. You also get help on tough dog repairs or business management problems. It allows you to communicate with hundreds of servicers just like yourself from all over the country.

PSA Service Library is only available to members of PSA and contains technical information on both standard and premium brand appliances plus HVAC. It comes on a 32GB Flash Drive that you carry with your laptop and you have all the tech info you need to complete the call in one stop. Includes disassembly, wiring diagrams and F codes.

PSA Certified Appliance Professional Technician Certification is the way you prove your skills based on industry-approved skill standards. Become a Certified Master Technician and wear the insignia of the best technicians in the industry with pride. Consumers treat you differently when they know a National Trade Association has certified you.

PSA Certified Service Manager Learn how to manage your business profitably and efficiently. Learn how to determine your Cost of Doing Business and how to market your company for growth. Learn how to deal with consumers and employees to make your company run smoothly. Learn all of the skills necessary to make your service operation a world-class company.

PSA Practice Exam This disk allows you to test your technical skills to see if you are qualified enough to take the exam for certification. The disk can be used over and over for more than one technician. If you would like to get all of your techs certified, this is how you start. It will tell you where they need improvement to pass the test.

PSA Cost of Doing Business Software Take the mystery out calculating your cost of doing business. This software does all of the calculations for you automatically after you input your expenses. It will also calculate your productivity and show you how labor costs, productivity and expenses that are under control will make your company a winner.

PSA Flat Rate Pricing Improve your company cash flow and be fair to your customers. By using the PSA Flat Rate Pricing guide, you do not subject your customers to higher prices for a tech who is not as productive as one of your best techs. The price guide shows national pricing for both standard and premium brands, Easy to use and to change the rates as you choose as well as make many copies.

PSA Understanding People This is a personality profile program that teaches you to understand who you are with your positive and negative characteristics. Once you understand how to use this tool, you can learn to evaluate other personalities and work positively with consumers and employees. Learning how to motivate people to increase productivity is a worthwhile project.

PSA Employee Handbook This is a complete employee handbook to with all of the conditions for employment clearly spelled out in clear concise language. You won't ever again hear "You never told me that!" It includes vacation times, holidays, company vehicle policy, harassment and everything else you need it comes in WORD format and can be modified to fit you needs.

PSA Technician Evaluation This is a program that will test the skill level of appliance technicians. It will tell you how much they know and where they are weak and need help. Using it for new hires is a great tool and in about 30 minutes of testing you know exactly where you stand with their ability to perform as a field technician. Everybody talks a good game but, this program proves it.

