

THE BLUE COLLAR BUSINESS AND SELLING SYSTEMS™ GUIDE

THE
BLUE COLLAR



BUSINESS & SELLING
SYSTEMS™

ALIGN YOUR TEAM.

ACCELERATE YOUR RESULTS.



THE BLUE COLLAR
SUCCESS GROUP®

THE BLUE COLLAR BUSINESS AND SELLING SYSTEMS™

TRAINING TO POWER EVERY ROLE IN YOUR BUSINESS



At The Blue Collar Success Group®, every live training connects back to one of our two proven systems: the **Blue Collar Selling System®** and the **Blue Collar Business System™**. Together, these systems give your team the tools to master every customer interaction, strengthen operations, and scale with confidence.

- **The Blue Collar Selling System®** transforms technicians, office staff, and sales teams into revenue-driving professionals who maximize every opportunity.
- **The Blue Collar Business System™** equips owners and managers with the leadership, planning, and operational tools needed to build a business that runs smoothly, profitably, and with less stress.

Our trainings are **open to both members and non-members**, so whether you're just getting to know us or you're already part of our community, you and your team can access the same proven methods that have helped thousands of contractors grow. The only exception is our **Planning & Budget Blueprint™**, which is **exclusively available to members**.

Whether you're looking to sharpen sales skills, improve office performance, or level up your leadership team, every class fits seamlessly into one of these systems—so you can train the right people, in the right way, at the right time.



THE BLUE COLLAR SELLING SYSTEM®

ARE YOU LOOKING FOR INCREASED SALES?



The Blue Collar Selling System® transforms your entire team from order-takers into profit-makers through a complete series of integrated academies that teach **every role**, from **technicians** to **office team**, how to maximize every customer interaction.

This isn't just sales training; it's a **comprehensive methodology** that **increases average tickets by 50% or more** while building **genuine customer relationships** that generate referrals and repeat business automatically. When your whole team operates on the same proven system, you stop leaving money on the table and start dominating your market with premium pricing that customers gladly pay.



PROFESSIONAL TECH ACADEMY®

Based on the proven success of our **12 Steps to the Ultimate Client Experience®**, the Professional Tech Academy is designed for service techs running repair calls.



Who It's For: Techs running repair calls, Managers, Service Managers.

Challenges Addressed: Facing low conversion rates, disappointing average tickets, a lack of online reviews, or an inconsistent service process? This training also addresses missing or weak option presentations, frequent call backs, and struggles with technician retention.

Some of What's Covered: We dive into building technician confidence, crafting the right options for every job, making meaningful client connections, preventing and handling objections, and sticking to proven service standards. Plus, there's hands-on practice for delivering consistent, compelling presentations.

What to Expect After: Expect higher close rates and stronger average tickets, greater tech confidence when working with clients, more glowing online reviews, and less turnover. Bottom line: your techs will stick around, and be happier doing it.

CLASS REVIEWS: ★★★★★

“Everything was great, from start to finish. This class exceeded my thoughts on what I was coming in to. I had no idea how much I was missing out on. Thanks for a wonderful experience.” – Matt H.

“The 12 steps will be a game changer! This in-depth training will be a huge help.” – Brian W.

“This will enhance our technician offerings and comfort with customers. This class has shown me multiple ways for me to enhance my customer to technician interaction.” – Richard C.

MAINTENANCE TECH ACADEMY™

Learn the **proven framework** created to help turn routine maintenance visits into **valuable opportunities**. This class introduces **The Maintenance Mastery Method™**, an **11-step process** designed to **strengthen client relationships**, **uncover opportunities**, and turn maintenance calls into **revenue generating experiences**.



Who It's For: Service Managers and Maintenance Technicians.

Challenges Addressed: Many technicians take maintenance visits at face value, however, there may be other issues that the homeowner is not aware of. Those are valuable opportunities easily missed. From the other perspective, customers often see maintenance as routine rather than essential protection, leading to more missed opportunities via fewer upgrades and lower renewal rates for maintenance agreements.

Some of What's Covered: This class covers the mindset, communication, and technical frameworks that transform maintenance calls into valuable client experiences. This includes opportunity identification, effective recommendations, expert documentation, and positioning maintenance services as essential for reliability, performance, and long term system protection.

What to Expect After: After three intensive days, technicians will shift from simply performing maintenance to serving as trusted advisors who protect client investments. Participants will learn situational strategies and discovery techniques that uncover opportunities, reinforce proactive maintenance value, and build long term client relationships.

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**THE FIRST MAINTENANCE TECH ACADEMY WILL BE HELD
IN FALL OF 2026.**

REVIEWS COMING SOON!

SALES SPECIALIST ACADEMY®

Created for selling techs and advisors who deal with large ticket calls, this class lays out the **10 Steps to a Sales Champion™** to help you and your team close both marketed and tech-generated leads.



Who It's For: Selling techs or anyone managing high ticket sales.

Challenges Addressed: Low close rates on high-value calls, low average sales, and unqualified appointments can hold your team back. Add in hesitation to ask for the sale at the table, struggles with objection handling, and relying too heavily on discounts to win jobs, and it's time for a serious sales tune-up.

Some of What's Covered: We'll break down the power of a thorough discovery, show how educating and differentiating yourself builds trust, and eliminate "stop, drop, and go" selling habits. You'll build stronger client connections, boost in-home confidence, and learn how to use financing as a growth tool. We also focus on objection handling, proven scripting, and a professional (never cheesy) sales process you can use again and again.

What to Expect After: You'll come away with stronger close rates and higher average sales, plus a better grasp of how to use financing throughout, not just as a last resort. Expect more referrals, sharper closing skills, and the tools to properly reset leads and put yourself in a position to win.

CLASS REVIEWS:



"The Blue Collar Coaches are WORLD CLASS. Their depth of knowledge is unbelievable. Our entire perspective of sales in our industry was evolved in 3 days and we are stoked to implement all the changes to our sales process that we came up with. Thank you, Blue Collar!" – Kelton B., Tennessee Standard Plumbing

"I learned such valuable information in this class. I have been in sales for over 30 years and if I had these steps then I wouldn't be working today, I would be retired and living on a beach somewhere...thank you!"
– Ernie

"The 10 Steps were key. The trip wires were very helpful as well as every aspect of the 10 steps." – Tom L.

SALES LEAD COORDINATOR ACADEMY™

This is the “nuts and bolts” follow-up to the Sales Lead Coordination Clinic™, including a deeper dive into the **4 Keys to Sales Lead Coordination™**.



Who It's For: Current and future Sales Lead Coordinators.

Challenges Addressed: Lack of highly qualified leads, low close rates, no follow-up process, sales leads being treated like routine calls, and common objections derailing the sales process, this class takes all of it head-on.

Some of What's Covered: Dive deeper into the **4 Keys to Sales Lead Coordination™**, scripting and processes, training to maximize sales leads, closing sales in follow up, and handling objections.

What to Expect After: Happier clients and sales people, improved closing rates, more qualified sales leads, higher average tickets, and more sales from follow-up.

CLASS REVIEWS: ★★★★★

“I love setting the intention for this class. It got me to think about this role and how to be more assertive in this position. It helped me open my mind to possibilities, change and new skill sets. Thank you so much for supporting me to be the best I can be!” - Cindy L., C. Lee Services

OFFICE CHAMPIONS ACADEMY®

Utilizing **The 9 Steps to a World Class Phone Experience®**, this class is dedicated to increasing the skills of anyone who handles inbound calls.



Who It's For: Anyone who answers inbound phone calls in the business. Managers should attend to learn the process and be able to hold accountable.

Challenges Addressed: Struggling with too few calls, unpredictable call volume, frequent cancellations, or incomplete job details? Phones not getting the attention they deserve? This training also addresses poor customer satisfaction and inconsistent service experiences.

Some of What's Covered: Learn how to deliver exceptional customer service on every inbound call. Master seamless call transfers to the right person or department, boost your call booking rate, and handle common objections that keep calls from converting.

What to Expect After: You'll walk away with stronger confidence on the phone, a proven call-handling process with scripts, sharper customer service skills, and better booking outcomes, fewer cancellations, higher close rates, and increased average tickets in the field.

CLASS REVIEWS:



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“Lots of takeaways! One of my biggest takeaways from this training is how important I am to this company, and how much revenue I can generate in a small number of calls booked.” – Jenn from Pro Tech

“Extremely well taught. I thought after 35+ years of customer service, I knew what I was doing, taking this class added and enhanced my ability to overcome objections, and make me an Office Champion!” – Brandy M.

“The coaches were great and very informative! This class is a great way to improve our office setting with our own personal touch.” – Julie D.

DISPATCH CHAMPIONS ACADEMY®

This class serves dedicated or dual role dispatchers utilizing BCSG's own **3 Keys to Connecting a World Class Phone Experience®** to **The Ultimate Client Experience®**.



Who It's For: Dispatchers and Dispatch Managers. Attending together helps ensure a shared understanding of the accountability process..

Challenges Addressed: Struggling with poor scheduling decisions, techs being assigned to the wrong calls, or underwhelming field performance? This session tackles those pain points, along with reschedules, cancellations, breakdowns in communication between techs and customers, missed details due to improper call closeouts, and managers getting stuck living on the dispatch board.

Some of What's Covered: Learn how to deliver outstanding customer service while getting the most out of every opportunity on the board. We'll cover how to ensure the right jobs are scheduled, the right techs are matched to the right calls, how to plan capacity smartly, and how to prioritize jobs effectively.

What to Expect After: You'll walk away with stronger conversion rates, fewer cancellations and call backs, and strategies you can scale. You'll also gain insight into how to use AI to streamline and elevate your dispatching process.

CLASS REVIEWS:



"It was AMAZING! I learned that as Dispatcher, I am a revenue generator!" – Alexandria F.

"Phenomenal! The trainers did a phenomenal job! They make it fun and engaging and answer all our questions." – Gary C.

"This class showed the value of a dispatcher. Very thorough, providing specifics and details. Reinforced how the dispatch team, who sometimes feels undervalued, is such a central part of the success of the business." – Matt F.

OUTBOUND CHAMPIONS ACADEMY®



No more leaving revenue on the table! This class is loaded with strategies to equip your team with playbooks and scripts to capitalize on every type of outbound call. See a transformation in your team with **8 Steps of an Outbound Champion™**.

Who It's For: CSR, DSR, Inside Sales, Membership Coordinators, and Managers.

Challenges Addressed: Dealing with slow days or stretches of low call volume? This training tackles missed sales from poor follow-up, membership visits that fall through the cracks, and the bigger-picture issue of declining client satisfaction and retention.

Some of What's Covered: You'll get scripting and strategies for every client outbound touchpoint, a proactive playbook to keep the board full, tips for converting follow-up calls into sales, proven ways to overcome objections, and techniques to ensure your clients walk away satisfied.

What to Expect After: Expect higher confidence, stronger close rates, and more revenue from follow-ups. You'll also see steadier call volume year-round and a noticeable boost in client satisfaction.

CLASS REVIEWS: ★★★★★

"Newfound Confidence! I was able to create scripting and feel more confident in my out- bounding in many different scenarios. The breakaway groups were very beneficial- it was nice to talk to others in similar positions from different companies & be able to bounce ideas off each other." – Chelsea M.

"So many takeaways!! I have a list that I will work on to improve my skills. Thankful for Blue Collar Coaches to help me build commitment and confidence! Excellent!" – Cindy C.

"Another great academy. There is always something to take away no matter how great you think you're doing things. The coaches are knowledgeable and passionate about what they do, which makes training fun and engaging." – Rochelle R.

THE BLUE COLLAR BUSINESS SYSTEM™

ARE YOU NEEDING BETTER BUSINESS OPERATIONS?



The Blue Collar Business System™ is **your complete roadmap** from business operator to true business owner. These trainings offer **proven templates, systems, and strategies** that successful contractors use to scale beyond seven figures. Through strategic planning workshops, leadership development, and customized coaching, you'll build a business that works without you while generating the cash flow and freedom you started your company to achieve. This system doesn't just grow your revenue, it transforms your entire operation into a **scalable, valuable asset** that gives you the lifestyle and **legacy you deserve.**



MANAGEMENT GROWTH ACADEMY™

Unlock leadership potential with proven management excellence. Transform your leadership approach and drive unprecedented team performance with the **5 Keys of Management™** that separate good managers from great leaders in the home service industry.



Who It's For: Managers of all levels, field supervisors/team leads, and manager candidates.

Challenges Addressed: Struggling with time management, putting out fires all day, or missing solid systems and processes? This training tackles poor accountability, weak or inaccurate tracking of financials and performance, challenges in recruiting and keeping top talent, and the absence of a strong training program.

Some of What's Covered: Learn how to reduce stress and get more done with a solid daily management plan. You'll gain tools for handling difficult team members, improving collaboration, and aligning your team with clear goals. We'll also cover effective training approaches, setting measurable financial and performance targets, hiring and retention strategies, managing what actually matters, building processes that scale, and mastering the five keys to becoming a standout leader.

What to Expect After: You'll walk away with a healthier company culture, sharper focus on priorities, and more consistent positive results. Expect better training and coaching engagement, stronger accountability, improved understanding of reports, and, best of all, more time and freedom to grow the business.

CLASS REVIEWS: ★★★★★

"I had a great experience at this Management Growth Academy. Blue Collar Trainers are knowledgeable and explained concepts in a clear, practical way. The sessions were interactive and focused on real-life management skills like leadership, communication, and decision-making." - Jennifer, Rogers and Sons

"I have taken a lot of training in both technical and professional fields and the Management Growth Academy™ was, by far, the best one I've ever taken. The instructors are great teachers and mentors. They offered great knowledge and content. BC trainers are very effective at communicating information that will keep your attention the entire time. Be prepared to think and come in with an open mind and you will leave a different person." - Robert, Best Air Conditioning & Plumbing Repair

SALES LEAD COORDINATION CLINIC™

Learn proven processes to improve lead quality and client experience, including THE strategy to make sales calls successful: the **4 Keys to Sales Lead Coordination™**.



Who It's For: Owners, Call Center Managers, and Call Center Supervisors who would like to learn how to design and implement Sales Lead Coordination in their business.

Challenges Addressed: Dealing with unqualified leads, low close rates, or no follow-up process? Sales calls getting treated just like any other call? This training addresses those gaps and more.

Some of What's Covered: You'll dive into the why and how of effective sales lead coordination. Learn who should own the process and how to implement it for success. We'll walk through proven methods to boost lead quality, enhance the client experience, and introduce you to the **4 Keys to Sales Lead Coordination™**, a strategy designed to make every sales call *count*.

What to Expect After: You can expect happier clients and more confident salespeople, stronger close rates, better-qualified leads, bigger average tickets, and a noticeable uptick in sales driven by follow-up.

CLASS REVIEWS: ★★★★★

"SO MANY TAKEAWAYS! Rethinking about how we set up leads, rethinking how we are following up and how we are asking certain questions to get the answers we are looking for. Seriously, a great class and loved the participation of the group as well. I have never seen a class offered for Sales Lead Coordinators before so this was a breath of fresh air to get new insights and instruction for a position that is a lot of the times forgotten about!" - Renee, SSI

"I learned that I need to handle big fish differently from regular service calls. The Blue Collar instructors were great! I'm very motivated to implement this position." - Brandon, G&C Plumbing and Heating

"Most engaging virtual class I've participated in. I enjoyed it!" - Jade, Mermaid Water

CALL BY CALL CLINIC®

Drive higher sales, profits, and customer service...all from your cell phone. Maximizing every call without compromising customer service for more revenue and increased client satisfaction through our proven **5 Keys to Increasing Skill, Confidence, Revenue, and Freedom™**.



Who It's For: Owners, Managers, and Supervisors.

Challenges Addressed: Drive higher sales, profits, and customer service... all from your cell phone.

Some of What's Covered: Discover how to turn more calls into WINS by effectively leveraging technology to improve client satisfaction, consistency in the field, and higher revenue per call.

What to Expect After: This class will help develop techs and salespeople, empower you to influence every call on your board, reinforce your company's standards, and dramatically raise your field close rate.

CLASS REVIEWS:



"The Call By Call Clinic opened my mind. If we do not see progression it's due lack of implementation. Blue Collar gives you all you need!" - Colby J.

"Call-by-Call coaching not only improves technician performance. Also, it will give our management team valuable insight to understand the other challenges our technicians face in the field and what we can do to provide more support. The wealth of information provided by the BCSG team will make our Call-By-Call program even more successful!" – Brian J.

"Another great class from Blue Collar. This opens your eyes to things that you've been doing well, things you can improve on, and things you were not doing."
- Mike, Scherer Electric

SERVICE AGREEMENT SUCCESS®

The Blue Collar Success Group®'s Service Agreement Success® ensures a win/win for both service providers and homeowners. Using the **6 Keys to Making Service Agreements Successful™**, there's no need to shy away from service agreements any longer!



Who It's For: Owners and Managers.

Challenges Addressed: Whether you do not currently have a service agreement in place or you have one that needs a serious upgrade, this class is designed to help you build something that works long term.

Some of What's Covered: Discover how to design a service agreement that delivers real value to your clients, boosting both sales and renewals. Learn pricing strategies that protect your margins while staying competitive. And make sure every dollar is working for you with smart accounting practices that keep your cash flow steady all year long.

What to Expect After: After completing the class, you'll walk away knowing exactly how to: build it, price it, sell it, service it, renew it, and account for it with confidence and clarity.

CLASS REVIEWS:



"I have never heard of or seen a class designed around HSA like this in my 30 years involved with better business practices. I am so happy that Blue Collar took this on. I am 99% sure that I can now compete with one of the best HSAs on the market!" - Chris, Stuart Services

"The ServiceAgreement Success® training was ideal for any business, regardless of whether they already had a plan in place. Attending the training provided valuable insights to help grow your business with Service Agreements." - Tony, Lightning Bug Electric

"We don't have a home service agreement in place and I'm so grateful to have found Blue Collar and this academy to help build the foundation for a successful HSA. The academy was first class in content and presentation." - Nick, Paff Electric and Solar

PLANNING AND BUDGET BLUEPRINT™

FOR BLUE COLLAR MEMBERS ONLY

Growing is not just simply adding 30% to the top line. True growth comes from building a plan that you will use to achieve the success you and your team deserve! We'll supply you with our **Blue Collar Budget Model™**, so you can input your numbers while present in the classroom and watch the game change.



Who It's For: Owners, General Managers, and Accounting Managers.

Challenges Addressed: No clear budget or growth plan? No marketing strategy in place? If you're unsure when to hire, expand your team, or how to track and improve performance, this training is designed to fix all that, starting with the numbers.

Some of What's Covered: You'll gain insights from your historical data, identify new revenue opportunities, and improve cost of goods management. Learn how to align expenses with business size, boost profitability and cash flow, and truly understand your financials. We'll also cover how to build a plan for recruiting, marketing, and training that fuels real success.

What to Expect After: Walkaway with a complete, departmentalized budget, a clear and actionable team training plan, tools for tracking and measuring budget vs. actual performance, and a marketing plan built to hit your target call volume.

CLASS REVIEWS: ★★★★★

"Blue Collar crushed it. We did a deep diving into what we're not tracking and what we need to do moving forward to be successful and make smarter, more intentional decisions, based on our data. The budgeting tool is going to help take our business to the moon! I can't thank these guys enough for their dedication to help us with our business." - Monica - Paff Electric and Solar

"All I can say is WOW. I really enjoyed the Planning and Budget Blueprint class! I learned a ton! Thank you, Blue Collar team, for Igniting a fire that will not stop!!!!!" – Jason R.

ABOUT THE BLUE COLLAR SUCCESS GROUP®



The Blue Collar Success Group® was built on three simple but powerful promises: **Success**, **Support**, and **Freedom**.

Our coaching and training organization was built specifically for the blue collar trades and led by coaches and trainers who've lived the long days, tough calls, and constant pressure of running a service business.

We believe every home service company deserves the chance to thrive without carrying the crushing weight of going it alone. That's why we've created a community with the resources of a franchise family, but without the fees and contracts. Through our in-person and virtual academies, hands-on trainings, and special classes, you'll gain the skills and confidence to lead with clarity and grow with purpose. And your rising revenue numbers won't be far behind. We help owners create stronger teams, proven systems, and lasting freedom so that you can work *on* your business, not *in* it. We do this through real-world strategies, structured systems, and tireless support to deliver all the experiences of a **franchise without the fees**.

OUR REVIEWS



“Joining The Blue Collar Success Group® was probably the single greatest decision we've made in our business. They've helped provide structure where there wasn't before, we now know what to track and what adjustments we need to make. That has all been a byproduct of the training, coaching, and tools they provide. As a result, we have become a lot more profitable, starting with our first month of membership and breaking records every month since.” - Nick W., Paff Electric & Solar

“BCSG helped us get out of our own way on the business side. With the coaching, systems, and accountability, we grew from \$289k to \$937k in one year, and we're targeting \$1.8M this year. That growth came from structure and execution, not guesswork.” - Martin F., Atomic Electric Service Inc.

“Blue Collar is an amazing company with exceptional coaches. They help in every area, from people management to finances.” - Rochelle R., Absolute Air

“The Blue Collar Success Group® is transformative if you own, operate, or manage a home services business. They are the key ingredient to my company's success.”- David S., Stahl Plumbing And Drain Inc.

“Joining The Blue Collar Success Group® was one of the greatest things I ever did for my business.” - Kelton B., Tennessee Standard Plumbing & Drain