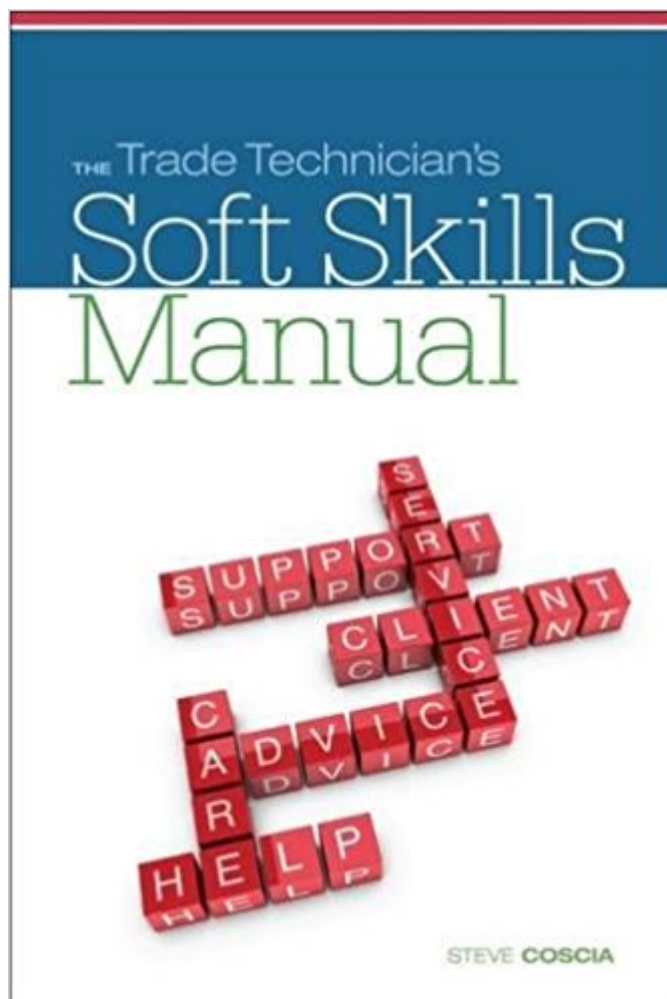


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# The Trade Technician's Soft Skills Manual



## Synopsis

Learning to express yourself in a positive and professional way can be an art-form. THE TRADE TECHNICIAN'S SOFT SKILLS MANUAL, teaches these important soft skills with line drawings, photographs, and anecdotes from real case studies. This approach makes the subject area approachable while engaging the reader. The anecdotes are followed by explanations of proven service behaviors, along with proven standards, practice tips, forms, documents and checklists complete the text to teach technicians the fine art of customer service. Based on more than 30 years of studies and field research, this text teaches the skills needed for a trade technician to advance in their careers and differentiate themselves from others in their field. THE TRADE TECHNICIAN'S SOFT SKILLS MANUAL is written by Steve Coscia, a motivational speaker who managed a technical support team for more than 20 years and has used these techniques and practices to advance his own career as an industry expert.

## Book Information

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## Customer Reviews

Preface. Introduction. Halos and Hygiene. The Customer is Always Right. Customers and Congruency. Editorializing and Empathy. Words and Weapons. Clutter and Clarity. Fearlessness and Finesse (listen skills chapter). Appendix (forms, charts, etc).

Steve Coscia helps companies make more money through increased customer retention, up selling and reduced on-the-job-stress. Steve is the most widely published and quoted authorities in the

customer service industry. He wrote the HVAC Customer Service Handbook along with a customer service college curriculum for trade school students, which is taught throughout the United States and Canada. Each year thousands of professionals benefit from Steve's seminars, speeches, e-learning, videos books and online newsletter. Steve conducted the customer service industry's first study of stress and the causes of stress along with the most common manifestations of post-stress behavior. This keen mastery of the physiological behavior differentiates him and it benefits his clients. Steve is that past president of the National Speakers Association's Mid-Atlantic Chapter. He resides in the Philadelphia area with his wife Veronica and their son, Michael. He ran the Marine Corps Marathon in 1991 and he ran the Philadelphia half-marathon five times. When is not writing or speaking, Steve enjoys motorcycles, bicycles and kayaking - he loves the outdoors. Go to [www.coscia.com](http://www.coscia.com) to learn about Steve's innovative customer service strategies.

The Trade Technician's Soft Skills Manual by Steve Coscia is a timely read on the heels of our institution's recent HVACR Contractor's Advisory Board meeting where the participants' main focus was developing soft skills training opportunities for our students. Coscia addresses the issues raised by the advisory board members - technician appearance, developing positive attitudes, building confidence, communication skills and customer relations. The soft skills principles are expertly communicated, evidence of Coscia's extensive customer service experience and diligent research. Useful relevant stories and Insights enhance each principle in an entertaining manner. Checklists and Guidelines provide easy to follow materials for the technicians and their supervisors. Tradespersons, training institution and contracting companies will benefit from using The Trade Technician's Soft Skills Manual. This book is sure to make  $\hat{A}$  The Trade Technician's Soft Skills Manual better technicians by improving their customer service skills. Students reading this book and practicing its skills and principles will have an advantage with employers as they start their careers.

I think this is a great tool for technicians, most of us can improve on our softskills and if you would like to better yourself or your company this is a great training book to read, more importantly do what they say, thats the hard part of breaking your old ways.

An excellent addition to the first book. A must read for any service or sales person.

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