



**SERVICE
DEPARTMENT
TRAINING**

**FOR
ROOFING CONTRACTORS**

ABOUT COTNEY



Cotney Consulting Group (CCG) is a leading business consulting firm serving the roofing industry that is focused on helping contractors achieve operational success through a concentration on four main solution offerings.

“Each client’s journey is different, but the destination is always the same: successful transformation,” continued Kenney. “To increase revenues and profitability, Cotney Consulting Group helps roofing contractors find success by focusing on the operational review of their companies combined with industry-specific online and in-person training resources.”

Cotney Consulting Group’s online training is the fastest-growing segment of the business. Current offerings consist of a full range of estimating training from the beginner level through advanced, with participants earning their roofing industry estimating certification upon completion. Operationally, CCG offers project manager and superintendent training. Future courses include executive-level business leadership and management, strategy, sales and marketing, accounting, human resources, and more. We also offer in-person Operational and Service Department training.

“We did not learn business consulting from a book but with real-world experience. CCG brings 45+ years of experience running eight-figure, multi-million-dollar roofing companies. This positions us ahead of other business consultants solving the problems roofing contractors face daily,” stated Kenney.

ROOFING SERVICE BUILD CLIENT SATISFACTION AND PROFITS

Most commercial building owners or homeowners won't contact a roofing contractor for repairs or service until something is wrong or leaking. As a roofing company, you should know it pays to be the company customers turn to every time they need help because customers know they'll receive excellent customer service during each call. In addition to the technical know-how, roofing technicians also need excellent customer service skills. Preparing your entire service team on proper customer service etiquette and people skills starts with training.

Roofing contractors will develop lifelong customer relationships by providing outstanding service. You will accomplish this by making the customer's experience pleasant through timeliness, professional conduct in their businesses and homes, clear communication, and appropriate follow-up to ensure their issues are solved.

Roofing contractors can enhance their service department by offering preventative maintenance service agreements to their customers. Not only will your customers benefit from having these programs actively in place, but roofing contractors will also have more predictable and higher profit revenue year after year.

Are you ready to find out more and learn?

ABOUT OUR COURSE

The Roofing Department Training Program can be done in person or virtually.

Your Choice

- In-person is a comprehensive 4 to a 5-day course at your facility with your team.
- Virtual training is a comprehensive course divided into smaller learning seasons for 30 hours of training with your team.



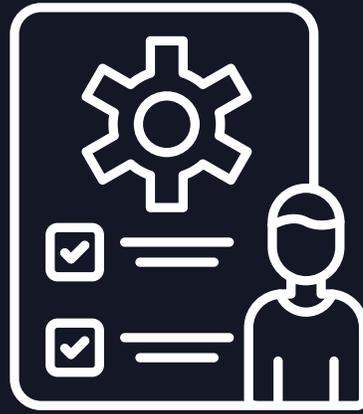
[See Course Outline](#)

COURSE OUTLINE

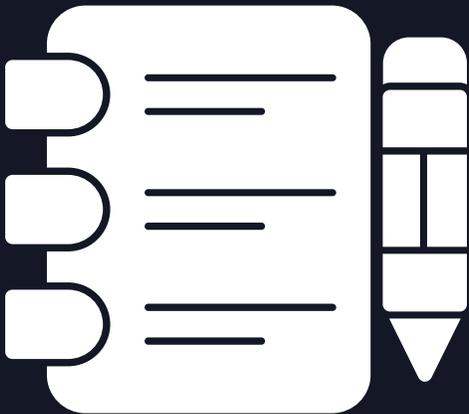
Phase One



ONBOARDING



**BUSINESS OPERATION
PROCEDURES**



**SERVICE OPERATION
PROCEDURES**



**SERVICE TECHNICIAN
PROCEDURES**

COURSE OUTLINE

Phase Two



**ADMINISTRATIVE
PROCEDURES**



**DISPATCH SERVICE
PROCEDURES**



**MID-POINT
COACHING REVIEW**



**CUSTOMER SERVICE
TRAINING**

COURSE OUTLINE

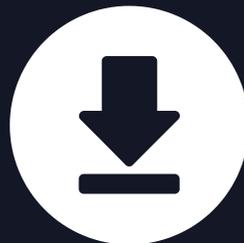
Phase Three



**DEPARTMENTAL STAFF
MANAGEMENT**



**FINANCIAL UNDERSTANDING
AND
GROWTH**



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WE LOOK FORWARD TO WORKING WITH YOU AND YOUR TEAM