



## Recommending Approaches for Results

### Role Play Introduction – Player B

You will be continuing the role you played last week, involving a fictitious “smart building” company called McConnell Environmental Systems and Controls (see box below). To prepare for your role as a McConnell representative, read the background on page 2 and make notes on page 3 to guide you during the role play.



McConnell Environmental Systems and Controls, a rapidly growing division of McConnell Industries, designs, manufactures, and distributes a broad range of products for energy management and controlled environments. McConnell products and services are grouped into these four categories:

1. Environmental Management Systems, such as the MC-2200, are computer-based systems to monitor and control environmental quality and achieve energy efficiency. These systems control a building’s HVAC (heating, ventilation, and air conditioning), lighting, and security systems.
2. Environmental Control Products include thermostatic controls, devices to monitor air quality, energy-use monitors, and a broad array of electronic, pneumatic, and mechanical controls.
3. Energy-Efficient Lighting Products include a variety of automatic switching devices as well as a complete line of energy-efficient fluorescent and incandescent lamps.
4. A full range of services including field service, technical support, consulting, training, implementation and site planning, 24/7 support, and remote system monitoring. McConnell has full-service capabilities to maintain its own systems and related equipment as well as systems from other suppliers.

## Role Play 2: Universal Insurance Company

### YOU ARE THE MCCONNELL SERVICE REPRESENTATIVE

**Instructions:** Your objective is to guide the customer in solving or avoiding problems that could get in the way of optimal results. Follow the R3 Service principles and processes and take notes on the following page. In preparation, read the information below

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**Your Role:** You are a McConnell service representative who maintains and repairs the MC-2200 system and devices related to the monitoring and control of building environments. You are also called upon to troubleshoot and resolve problems that involve HVAC (heating, ventilation, and air conditioning) equipment from a variety of manufacturers.

**Customer Organization:** Universal Insurance Company specializes in property and casualty insurance for business and residential customers. The company relies on McConnell's MC-2200 to monitor temperature and air quality and control the HVAC system. The HVAC equipment itself (boilers, compressors, ducts, etc.) is supplied and maintained by Boylen Corporation.

**The Situation:** In diagnosing the problem, you located major damage to a Boylen air duct and discovered a severed McConnell cable. In updating the plan, it was agreed that (1) you would close the air intake vents that feed into the damaged duct, (2) Webb would call Boylen to get the air duct repaired, and (3) when the duct is repaired, McConnell would replace the cable.

Since updating the plan, you have closed the air vents and are ready to resume your conversation with Webb.

**Your Perspective:** You've noticed that Universal has service contracts with both McConnell and Boylen. Your perspective is based on the following:

- Universal installed the MC-2200 in order to reduce energy costs and to provide an optimal working environment for its employees.
- Having one supplier look after both the MC-2200 and the HVAC system would save time and money, because both systems could be serviced on the same routine maintenance calls, problems with both systems could be diagnosed and repaired at the same time, and the service supplier would be able to more accurately assess how the systems are working together and what's needed to ensure optimal results.

**Your Recommendation:** Assume that Webb has already called Boylen to fix the damage to the air duct. To achieve optimal results in the future, suggest that Webb consider an expanded service contract with McConnell that would cover the entire HVAC system in addition to the MC-2200.

The skill application will begin when you focus the discussion on optimal results.

## **Role Play 2: Universal Insurance Company**

### **McConnell Service Representative (notes).**

1. Focus on optimal results
2. Explain your perspective
3. Gain customer's perspective
4. Recommend approach
5. Listen/Probe for agreement