



**Electric & Gas Industries Association**

3800 Watt Ave, Suite 105

Sacramento, CA 95821

## **EGIA Contractor University Launches Annual *Seizing the Summer* Training Series to Support Contractors' Success this Busy Season**

*The 14-week on-demand video training series is designed to deliver expert guidance to contractors on how to overcome the common challenges of the summer season and maximize the opportunities it brings.*

### **FOR IMMEDIATE RELEASE**

SACRAMENTO, Ca. (June 5, 2023) – Contractor University powered by EGIA, the nonprofit trade association dedicated to contractors' success, has officially launched the third installment of its annual *Seizing the Summer* series to help contractors thrive during the high-demand summer busy season.

The 14-segment video training series will deliver a weekly 20-30 minute training video from Contractor University's acclaimed trainers and business coaches on a wide range of topics specifically tailored to address the unique challenges contractors face throughout the summer months.

Each expert-led training segment features proven strategies that can be immediately implemented to succeed in a competitive summer market. From lead generation and effective sales techniques to optimizing operations and maximizing revenue, contractors gain access to invaluable insights that can help them fully capitalize on the opportunities the summer brings.

"We understand the unique challenges that contracting business owners face during the summer season, and that's why we created the *Seizing the Summer* series" said EGIA CEO Bruce Matulich. "This comprehensive training program is designed to equip our members with the knowledge, strategies, and practical insights they need to fully capitalize on the summer rush. By utilizing these training videos, our contracting business members can gain a competitive edge, optimize their operations, and maximize their profits during this critical time of year."

The *Seizing the Summer* series begins June 5, 2023, with a new episode airing every Monday through September 5, 2023. Over the 14-week span, Contractor University members will have access to all-new training videos on the following topics:

- Developing a Summer Execution Plan
- Budget Strategy for a Digital Marketing Plan During Summer
- Employee Training During Peak Season
- Promoting from Within During Expansion
- Retaining Your New Summer Customers for Life
- How to Let Your Labor Know that You Care
- Pricing for Seasonality

- Executing the Perfect Service Call When It's Hot
- Lead Turnover – Should the Tech Sell it or Turn it Over?
- Technical Tactics – Maximizing Opportunities and not Compromising When it Gets Busy
- Strategies on How Not to Run out of Key Service Parts
- Building on Summer Sales
- Exception Reports – Red Flags When It's Red Hot
- How Did We Do? – Communicating Summer Results

Contractors who are not currently members of EGIA Contractor University can access a free 30-day trial to access the *Seizing the Summer* training series - and thousands of other helpful business training tools and resources featured on the Contractor University online platform - by visiting [EGIA.org/UnlockSTS](https://EGIA.org/UnlockSTS).

### **About the Electric & Gas Industries Association (EGIA)**

EGIA is a nonprofit organization that empowers home services contractors to get the most out of their businesses through industry-leading training, financing and marketplace solutions. Its Contractor University offers access to the industry's most recognized educators, who deliver innovative keys to success through online training systems, in-person workshops, conferences and webinars. EGIA is also a recognized leader in delivering sponsored demand management and resource efficiency services on behalf of electric, gas and water utilities and municipalities. These services include financing; rebate program administration and rebate processing; contractor network management, training and certification; and sales channel development and support. OPTIMUS Financing, which has facilitated financing for 450,000+ residential and business projects valued at over \$8 billion, provides contractors with a best-in-class suite of financing options. Contractor Marketplace brings together some of the most in-demand vendors and products in the industry at exclusive pricing. Learn more at [www.EGIA.org](https://www.EGIA.org).

### **Contact**

Lucas Ehrbar  
Electric & Gas Industries Association (EGIA)  
Director, Communications & Marketing Partnerships  
[lehrbar@egia.org](mailto:lehrbar@egia.org)  
(503) 780-6045