

### TAKE FULL ADVANTAGE OF YOUR MEMBERSHIP

MSA is committed to providing the resources you want and need to successfully manage and grow your service company. This handbook will help you understand your benefits and how to put them to work so they're most advantageous to you.

#### CANADA EXCLUSIVE



We've tailored the MSA membership specifically for our Canadian customers.

#### TRAINING RESOURCES



Hands-on training, business and technical training webinars, discounts on certification programs and Marcone World Magazine, and much more.

#### ACCESS



Access to the industry's best trainers, top brands and most recent news, as well as, other industry professionals

#### MARCONE SUPPORT



The only servicer association sponsored and supported by the world's largest appliance parts distributor, Marcone.

#### MSA WORLD WEBSITE



Access to training manuals, webinars, videos, and a community that keeps you connected to the most important industry information.

#### BUSINESS & MARKETING



Discounts on operational and marketing solutions to keep your business growing and running smoothly.

### MSA WAS CREATED TO BRING ALL SIDES OF THE INDUSTRY TOGETHER TO SHARE KNOWLEDGE, EXPERIENCE, AND WISDOM.

MSA is dedicated to improving the industry by providing the best in hands-on technical and business training from the people who've been there—whether vendor, distributor or customer. Knowledge is power, and we work to give our members the ability to be as powerful as they can be in every facet of their professional lives. More than a resource, MSA provides a true community of learners, leaders, and experts.



# 2017 BENEFIT GUIDE FOR CANADIAN MEMBERS

## OUR MISSION

IS TO ELEVATE THE BUSINESS OF PRODUCT SERVICE AND TO BE THE FIRST – AND VERY BEST – RESOURCE FOR KNOWLEDGE AND EDUCATION FOR THE PROGRESSIVE SERVICER. WE BELIEVE EDUCATION IS POWER, AND WORK TO GIVE OUR MEMBERS A POWERFUL ADVANTAGE IN THEIR BUSINESS AND PERSONAL LIFE.



## BUSINESS & MARKETING SOLUTIONS

### FLAT RATE LABOR GUIDE

**FREE on MSA World/ \$29.95 for hard copy (\$50 Value)**

This handy guide gives you a way to quickly reference what price you should charge for flat-rate labor jobs. Several charts are listed so no matter what your labor charges are, you will be able to use this quick-reference book.

### SWIFTLINK® PRICE BOOK

**\$240.00/year value**



The SwiftLink® Price Book includes all parts that are stocked by Marcone (SwiftLink's Appliance Distributor Inventory), plus approximately 1.3 million part numbers that are "special order" parts. For SwiftLink® users, the Price Book file is updated monthly.

### SWIFTLINK® INTRODUCTORY OFFER

**\$100 Off Initial Fee\***

SwiftLink®, the number one software solution for the Retail and Service Industry, makes automating your business easy because it is designed specifically for companies like yours. SwiftLink® is the solution for all of your business tasks, plus much more! Visit [www.swiftlink.com](http://www.swiftlink.com) for more information.

*\*For new users only*



## MSA WORLD WEBSITE

*MSA is committed to providing members with the latest relevant information in an ever-changing servicer market. Connect and share with other MSA members, and stay informed with insider news related to the industry.*

### MSA WEBSITE PROFILES

**Includes 3-6 Profiles (\$49.00/additional profile)**

Access the new MSA Website with your own customized profile! Give your technicians the opportunity to post and comment in the MSA forum, interact with other technicians and share tips, have access to training videos and product manuals, and talk directly to MSA Trainers along with the industry's best manufacturers and leaders.

### UNLIMITED ACCESS TO TRAINING VIDEOS, WEBINARS, PRODUCT MANUALS, & MORE

Missed a training class in your area or hired a new technician? With the MSA website, you have 24/7 access to training videos on all makes and models, as well as business tools such as SwiftLink, mymarcone, mypartscenter, and more. We also provide a library of training documentation, product service manuals, webinars and more.



## TRAINING RESOURCES

*Get continuing education from industry experts with hands-on education courses that bring technical training and business expertise directly to your area. Can't make the classes? We have plenty of other resources to keep you and your technicians on top.*

### MATTC CERTIFICATION

**20% Discount for Members**

*The MATTC program is designed to provide both a training component and a certification that attests to the professionalism and competency of the technician who completes it. There are six components to the MATTC program: Electrical Fundamentals, Refrigeration Fundamentals, Refrigerators and Freezers, Cooking Equipment, Laundry and Kitchen Equipment, and Soft Skills. MSA has formed a partnership with Technical Training Associates as part of the overall effort of MSA to raise the image and standards of the major appliance industry.*

### GLEEPS! TRAINING DVDS & BLUE BOOK

**\$30 Discount for Members**

Success in business is 85% people skills and 15% technical skills. This means your customer service personnel need more soft skills. Learn how to train your staff to maintain a positive and helpful attitude, show a friendly face, handle difficult customers, and turn frowns into smiles. MSA members receive discounts and combo packages on helpful training DVDs and Blue Book guides.

### APPLIANCEVIDEO.COM YEARLY SUBSCRIPTION

**40% Discount for Members**

ApplianceVideo.com hosts more than 1,850 free repair videos and 220 premium repairs, with a fresh set of videos on a new appliance added each month. Members even have the option to request videos on specific repairs. Premium membership at ApplianceVideo.com means your business gets unlimited users and unlimited views of the repair videos you need to stay competitive. The videos include point-by-point instruction on difficult breakdowns, problem areas, and troubleshooting for the market's hottest appliances from top manufacturers like GE, Samsung, Whirlpool, Electrolux, and more. And Appliance Video's crew of trainers, techs, and videographers ensure these monthly trainings are always professionally produced and relevant to subscribers. Plus, in combination with your MSA membership, you'll have the most complete library of digital training available to your entire team 24/7.



# 2017 BENEFIT GUIDE

## FOR CANADIAN MEMBERS

Your full MSA Membership at a glance.

BENEFITS	MEMBERSHIPS	
<b>BUSINESS &amp; MARKETING SOLUTIONS</b>		
Flat Rate Labor Guide	Available on MSA World	Available on MSA World
SwiftLink® PriceBook		X
SwiftLink® Introductory Offer		X
<b>MSA TRAINING RESOURCES</b>		
Hands-on Technical Training by our MSA Certified Trainer *includes breakfast, lunch & training materials	\$10 per attendee	\$5 per attendee
Discount on MATTC Certification	X	X
ApplianceVideo.com Subscription	X	X
Discount on Gleeps! Training DVDs & Blue book Labor Guide	X	X
<b>MSA WORLD WEBSITE *STAY CONNECTED AND INFORMED!</b>		
MSA Website Profiles (\$49.00 per additional profile)	Includes 3 profiles	Includes 6 profiles
Unlimited Online Access to Training Videos	X	X
Unlimited Online Access to the Product Manual Library	X	X
<b>MSA MEMBERSHIP FEES</b>	<b>\$192.00 / year</b>	<b>\$396.00 / year</b>

*Marcone and Marcone Servicers Association reserve the right to change or terminate any benefits listed at any time and at our sole discretion.*

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MSA is committed to providing the resources you want and need to successfully manage and grow your service company. This handbook will help you understand your benefits and help you utilize them for their greatest advantage to you.



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