

National HVACR Educators and Trainers Conference

Helping Your Students Get Hired



Presented by Steve Coscia

Overview:

Today's students need an anchor in their life and they require tough love. Consequences for mediocre classroom performance and inappropriate behavior must be firm. Help your students get hired by being courageous enough to raise the bar in the classroom - learn to give your students a dose of reality. Steve Coscia has traveled to and taught at technical schools throughout the USA and he has witnessed the gamut of student placement issues first hand - he also interviews HR Directors for their minimum requirements and criteria. Research indicates that today's student's inflated egos are not matched by enough aptitude or achievement. Employers want great technical skills along with the absence of stereotypical "Gen Y" behaviors.

WHAT ATTENDEES WILL LEARN:

How to establish student expectations at the start case study anecdotes and outcomes based on Steve's technical school visits nationwide what HR Directors really look for in job candidates How to build the rapport that builds students into a "whole" trade professional social and psychological reasons for why students have inflated self-esteems how to set a threshold and not be your student's "mommy" get classroom strategies you can use immediately.

Bio:

Coscia is one of the most widely published and quoted authorities in customer service, and trade industry publications. A partial list of companies that use his customer service strategies includes Dell Computer, Motorola, VISA and Olive Garden Restaurants. Coscia is a [Select Vendor](#) for Bryant Heating and Cooling Systems.

Coscia's clients make more money through better customer retention, increased upselling and heightened awareness to how stress can limit productivity and effectiveness. Coscia's strategies cut through the clutter and focus on the key tactical behaviors which enable a company to become world class.

An avid researcher of customer service trends, Coscia conducted one of the industry's first studies of stress in the customer service environment. This survey revealed the causes of stress along with the most common manifestations of post-stress behavior among customer service professionals. [Tele-Stress](#) is a registered trademark of Coscia Communications. His books, videos, audio programs and e-learning have helped thousands of customer service professionals.