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THREE SESSIONS. ONE MISSION.

# Mastering NFPA 70B:

A Three-Session Virtual Summit



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“For every contractor who has dreamed about selling maintenance contracts, NFPA 70B is a dream come true.”

Fred Sargent, President, Great Service Forums

Now that NFPA 70B is a standard, contractors have the opportunity to use this tool to their advantage. Our panel dove deep into the “how” of it all during our virtual summit. Below are key takeaways from their discussion.

Watch On-Demand

## Takeaways

1

### Understanding Customer Needs for Structuring Agreements

- ✓ Assess the customer’s business, including spending, asset age, and maintenance needs.
- ✓ Use question-based selling to uncover pain points and provide tailored solutions.
- ✓ A consultative sales process helps craft agreements that bring real value.

2

### Service Agreements as a Partnership

- ✓ Focus on creating long-term partnerships with customers, not just closing a quick sale
- ✓ Align service agreements with the customer’s budget to avoid financial friction.
- ✓ Position agreements as beneficial to the customer, breaking down fears of unfavorable contracts.

3

### Leveraging NFPA Standards and Recurring Revenue

- ✓ Ensure service agreements span at least three years to create sustainable recurring revenue.
- ✓ Use NFPA 70E and 70B as educational tools to emphasize the critical need for proper maintenance.
- ✓ Highlight the risks of business interruption and the value of preventive maintenance programs.

4

### The ROI of Service Agreements

- ✓ Show customers how service agreements offer predictability and prevent costly downtime.
- ✓ Maintenance programs reduce lead times for parts and equipment, saving money in the long run.
- ✓ Clearly outline the financial impact of business interruptions to emphasize the importance of preventive maintenance.

5

### Sales Process and Vertical Markets

- ✓ Target verticals with the shortest sales cycles and highest need, like healthcare, manufacturing, and distribution.
- ✓ A defined sales process is key to walking customers through the agreement and onboarding process.
- ✓ Focus on the consequences of inaction to compel customers to move forward.

6

### Data and Technology in Agreements

- ✓ Leverage data from past maintenance records to create more effective agreements for current customers.
- ✓ Use software to track assets and ensure the continuity of critical information.
- ✓ A solid tech infrastructure ensures your business can scale, even as team members change.

## What's the value of service agreements?

“We're trying to offer predictability. That's what it comes down to. And having software to track all that stuff is extremely important, because if you try to track it all in a spreadsheet, you'll spend days.”

Toby Mitchell, Classic Electric

See how BuildOps helps you track “all that stuff”:

[BUILDOPS.COM](https://www.buildops.com)