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By Brian Albright, Field Technologies

*Field Technologies* talks with Zach McGuire of MasTec Advanced Technologies, who explains how a diverse approach to market shifts and self-driven technician practices keep business humming at this third-party service contractor.

MasTec's Advanced Technologies division is a third-party service contractor that provides technology solutions and installations for residential and commercial contractors.





We've had to adopt some technology so we could handle those transactions correctly, including the use of disclaimers and warranty coverage. This way, they don't call AT&T to cover something they bought separately.

We had to undertake training so they could utilize the new system, especially when they were moving from platform to platform for different clients.

But the bigger part of training is that not all of our technicians are natural salespeople. Some don't like to sell, so we created modules that enable upsell without requiring technicians be great salespeople. They can have a clean conversation about adding to the viewing experience or taking care of equipment without feeling like they're selling.

Different clients have their own upselling programs. One thing we sell for DIRECTV is a protection plan — a warranty on all of the cabling with a free upgrade once a year. We sell that at a rate of 52 percent; warranties are one of the biggest things we sell.

We have classroom and hands-on training. We did a one-day training session where they ran through the modules for each product. We are not only training them to sell, but we also do product training so they know what each product does.

We're also doing work for Amazon and providing a lot of different services. As we add SKUs, we have to have training for those products. We added exercise equipment, and the technicians needed guidance on how to put together a particularly tricky elliptical machine. That's something we can push out in a short video that the technicians can see on their phones.

We also use the SmarterU learning management platform. You can put content on there so the technicians can access it. If they are at an Amazon job and they aren't familiar with a specific brand of elliptical trainer, for instance, they can reference their phone to pull up little videos that show tips and tricks.

and we use a piece-rate system, so they get paid for the labor portion as well. That creates two opportunities for the technician.



*Overall efficiency has increased for MasTec Advanced Technologies with*

