

2 Day Master Class Syllabus

Dominating your maintenance sales w/ NFPA 70E & 70B

Instructors: Sean Samson & Kiley Taylor

Introductions

- A. Dominating your maintenance sales and recurring revenue (What's in it for me?)
 - a. If you always do what you've always done, you'll always get what you've always got.
 - b. Changing the paradigm of normal business/contracting
 - i. Get out of the 'wait till they call us' mentality
 - ii. Leveraging safety and maintenance to grow your business
 - iii. OSHA vs. 70E vs. 70B
 - iv. Be proactive w/ NFPA 70E & 70B
 - c. Educating vs. Selling
 - i. Building a relationship
 - ii. Customer info sheet
 - d. Future proofing your business (Ebbs and flow of the economy)
 - i. Reoccurring revenue vs. Recurring revenue
 - ii. Multi-year service agreements
 - iii. Negotiated project work
 - iv. Recurring predictable revenue
 - e. Vertical Markets
 - i. Manufacturing
 - ii. Hospitals
 - iii. Data Centers
 - iv. Distribution
 - v. Financial
 - vi. Schools
 - vii. Other commercial opportunities
 - f. Where are you now? Scaling your company as you grow.
 - i. Contractor compliancy
 - ii. Electrical safety program
 - iii. Training staff to perform electrical maintenance
 - iv. Managers, sales, techs, etc.
 - v. Policies, procedures, processes, & people
 - vi. Customer compliancy
 - a. Electrical Safety program
 - b. Qualified workers
 - c. Electrical Maintenance
 - d. Brainstorming Session
 - g. Brainstorming Session
 - i. Questions to ponder after day 1

SEAN SAMSON TRAINING
— CONTRACTING REIMAGINED —



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- A. Brainstorming Session
 - i. Review of questions to start day 2
- C. OSHA, NFPA 70E & 70B (Need to bring standards)
 - a. Not an AF program, but rather compliancy
 - b. Compliancy is not a negative term
 - c. Planned outages with a known work scope and duration vs. unknown outages, unknown duration, collateral damage, potential injuries
 - d. Safety, risk mitigation, bottom line, lower insurance/EMR,
- D. OSHA requirements
29 USC 654 General Duty Clause. Section 5 (a) Each employer --
 - (1) shall furnish to each of his employees employment and a place of employment which are free from recognized hazards that are causing or are likely to cause death or serious physical harm to his employees;
 - (2) shall comply with occupational safety and health standards promulgated under this Act.
 - a. 29CFR 1926 Construction
 - a. 1926.400 (Subpart K - Electrical)
 - i. .416 General Requirements
 - ii. .417 LOTO
 - b. 29CFR 1910 General Industry
 - a. 1910.300 (Subpart S – Electrical)
- E. NFPA 70E
 - i. Six-point checklist
 - 1. Matching compliancy w/70E & 70B
 - ii. Priority of an electrical safety program must be hazard elimination
 - Exception No. 1, Normal Operation
 - 1. Properly Installed, NEC or other and Manufacturer
 - 2. Properly Maintained
 - 3. Rated for the available fault current
 - 4. Used in accordance with the listing/labeling/manufacturer instructions
 - 5. Doors are closed and secured
 - 6. Covers are in place and secured
 - 7. No evidence of impending failure
- F. NFPA 70B
 - i. PdM Chart
 - ii. Recommended Practice now a Standard

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- iii. Overview of changes and Layout
 - iv. Testing Protocols
 - v. Other standards (NETA, IEEE, NEMA)
- G. Brainstorming Session
- i. Final Q&A end of day 2

MEET YOUR INSTRUCTORS

Sean Samson is a highly sought-after industry thought leader and mentor within the Electrical, Mechanical, Service, and Construction arena. Sean has addressed audiences worldwide on Sales, Service, and Maintenance, and Strategic Planning and has personally trained, scaled, and consulted over 300 contracting organizations in 16 countries.

As the CEO and founder of **Sean Samson Training, LTD**, SST's "industry-specific" contractor training concentrates on creating higher valuation and predictable recurring revenue by advancing the "Service & Maintenance" side of the business. It is accomplished through his 30 years in the construction and service industry, real-life experience working and selling for a union NECA electrical contractor in the field, and his exclusive immersion-based 5 Reasons Selling System©, derived from his book "The 5 Reasons Why People Don't Buy" also available on Amazon Books.

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Kiley Taylor, is the President of Megawatt Training & Consulting, who currently serves on the NFPA 70B Technical Committee. Kiley has served as Secretary for the Energy Facility Contractors Group (EFCOG.) and the Electrical Safety Task Group (ESTG) which helps develop electrical safety materials, best practices, white papers, and training for the Department of Energy (DOE). Kiley has acted as an SME to the National Institute for Certification in Engineering Technologies (NICET) and actively participates as a Ballot Pool member for NETA ATS.



HIGHLIGHTS

- ▶ IBEW Master Electrician
- ▶ Certified Electrical Safety Compliance Professional- (CESCP from NFPA)
- ▶ ICC Commercial Building Inspector
- ▶ ITC Level III Infrared Thermographer
- ▶ UE Level I Ultrasonic Technician
- ▶ NICET Technician
- ▶ Medium Voltage Substation Technician
- ▶ Medium Voltage Cable Technician
- ▶ Power Quality Technician
- ▶ MV and Low Voltage Circuit Breaker Technician

**NFPA Master Class
Registration Form
May 5th & 6th, 2025**

7:30am to 4:00pm

The University Club of MSU - 3435 Forest Rd, Lansing, MI 48910

Cost per participant: \$350

Register before Wednesday, April 18th, 2025

Company Name _____

Participant Name

Email address

Please email this completed registration form to lallen@mineca.org