



Breaking RV Industry News



FRVRTC expands training services to include RV appliances

Kelly Cauthorn posted on July 28, 2011 12:09

BENTON, Ky. -- Ford RV Refrigeration Training Center (FRVRTC) in Benton, Ky. has announced that its training services will now include HVAC, plumbing, and appliance repair training for business owners and technicians from other industries looking for a way to increase their customer base and profits.

There are approximately one million HVAC, Plumbing, & Appliance Service Centers across the U.S. that are desperately searching for ways to increase their profits. In addition, there are millions of technicians from these fields who are looking for ways to increase their profits as well.

Roger Ford states, "The business owners and technicians that we have been speaking with are stating that due to the lack of new construction, the demand for commercial appliances has vastly decreased. These companies are trying to primarily survive on their income from service. Therefore, we are offering training on sales and service that will increase their customer base".

FRVRTC has begun phase one of this market expansion which includes emails, faxes, and over 12,000 nationwide mail-outs that direct technicians to repair training. The Ford's believe that this will bring unprecedented growth to the RV industry.

FRVRTC reports that they have already had to increase their training dates due to the vast interest already shown.

Roger also stated, "We expect to set records in our training beginning this year and for many years to come".

SOURCE: Ford RV Service & Training Center

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