



Be Mentally Tough

Ruth King
Profit & Wealth Guru

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 **AHR**EXPO *Atlanta*
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Lisa Cherney

Education Manager, AMCA International
Session Moderator

- Joined AMCA in February 2019
- Responsible for development of AMCA's education programs; staff liaison for the Education & Training Committee
- Projects include webinars, online education modules, presentations at trade shows, AMCA Speakers Network and many other items.



Participation Guidelines

- Please place your cell phone on silent or vibrate.
- There will be Q&A at the end of the session.
- To receive PDH credit for attending:
 - Be sure to have your badge scanned by a room monitor so a complete attendee list can be generated.
 - You must be present for the entire session and complete a post-session online evaluation. Partial credit cannot be given for anyone who arrives late, leaves early or does not complete the evaluation.
 - There will be a QR code for the survey on screen at the end of the presentation, and a link will be emailed to everyone within 2 weeks. The survey must be completed to qualify for today's PDH credit. If you do not want PDH credit, completing the survey is optional, and your feedback is greatly appreciated.

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Ruth King

Profit & Wealth Guru at Women in HVACR/HVACChannel.tv

- Nationally recognized HVAC industry consultant and trainer; author of multiple operation manuals & 6 books
- Co-founder of Women in HVACR
- Earned a Bachelor of Science in Chemical Engineering from Tufts University, earned a MSE in Chemical and Biochemical Engineering from the University of Pennsylvania, and received her MBA in Finance from Georgia State University
- Class II HVAC contractor's license (inactive) in Georgia
- Her mission is to profoundly impact the lives & businesses of business owners by giving them the tools/processes to get & stay profitable, reach their goals, and give back.
- Passionate about helping adults learn to read, photography & running marathons



Be Mentally Tough

Purpose and Learning Objectives

The purpose of this presentation is to provide the tools to increase your mental toughness so that you can succeed, even in the face of adversity.

At the end of this presentation, you will be able to:

1. Describe what mental toughness really is and how it benefits your personal and professional life, and/or your business.
2. Identify what is required to make good decisions.
3. Outline the characteristics of neutral thinking
4. Explain rational vs. emotional decisions

We will discuss

- **What is mental toughness?**
- **Negotiation?**
- **Sales?**
- **Rational vs emotional**
- **Staying neutral**

Why Focus on Mental Toughness?



Mental Toughness

- **Selling** depends on being mentally tough
- **Negotiation** depends on being mentally tough
- **Motivation** to get what YOU want depends on being mentally tough

Mental Toughness

- Profitability depends on mental toughness

Mental Toughness

- Profitability depends on mental toughness
- **Raising children depends on mental toughness**

Mental Toughness

- Profitability depends on mental toughness
- Raising children depends on mental toughness
- **Friendships, marriage, and human interactions depend on mental toughness**

First...

- How well do you know the people around you?



First...

- **How well do you know the people around you:**
 - **Name**
 - **Spouse/Significant other name**
 - **Children name/ages**
 - **Hobbies**
 - **What motivates that person?**

Mental Toughness

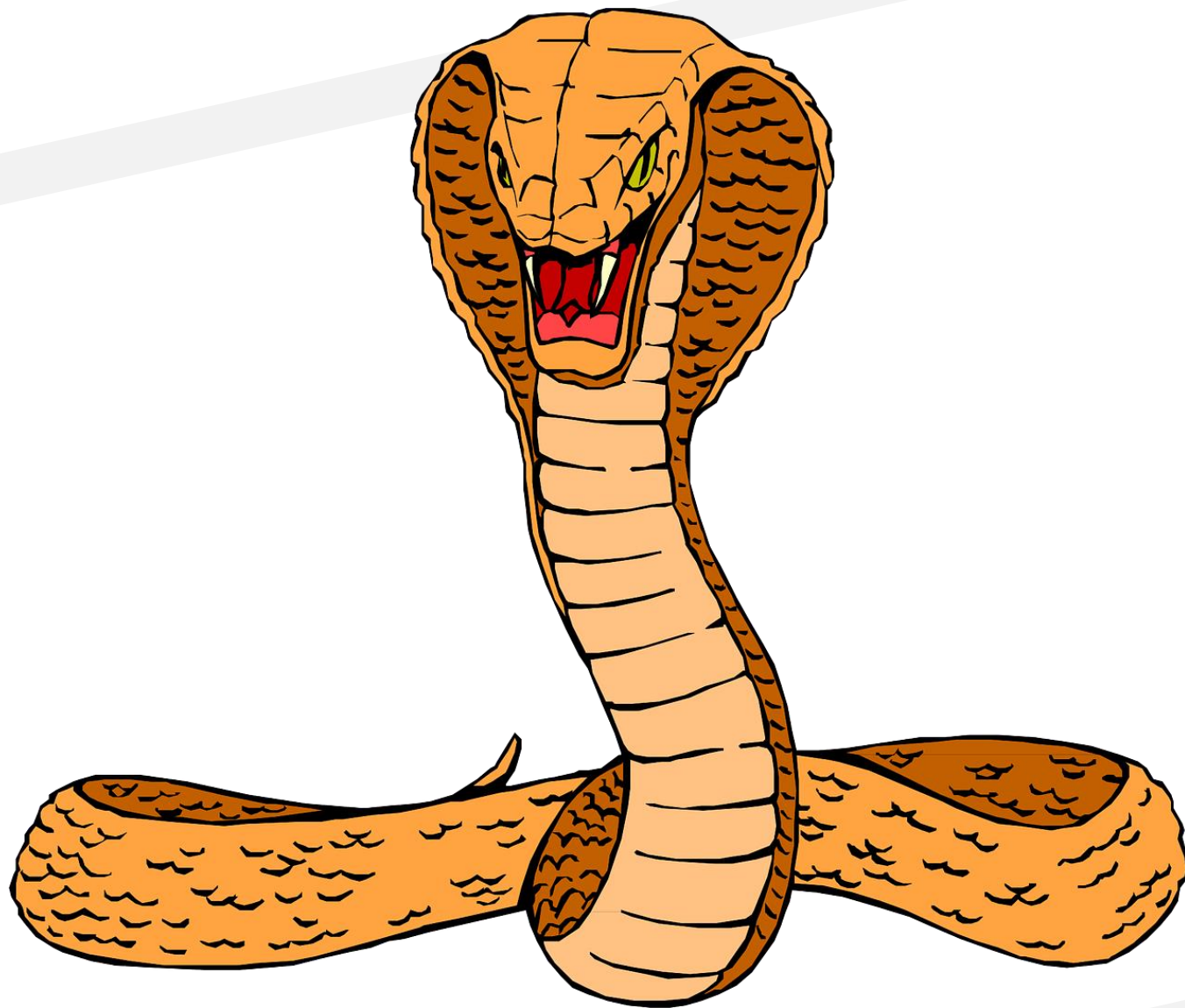
- It's not being positive or negative
- It's being able to get and stay neutral in any situation.
- It's focus on an outcome and getting there

Potential Business Outcomes

- You want a raise
- You want to go to a conference
- You want your prospective customer to buy
- Or...

Potential Personal Outcomes

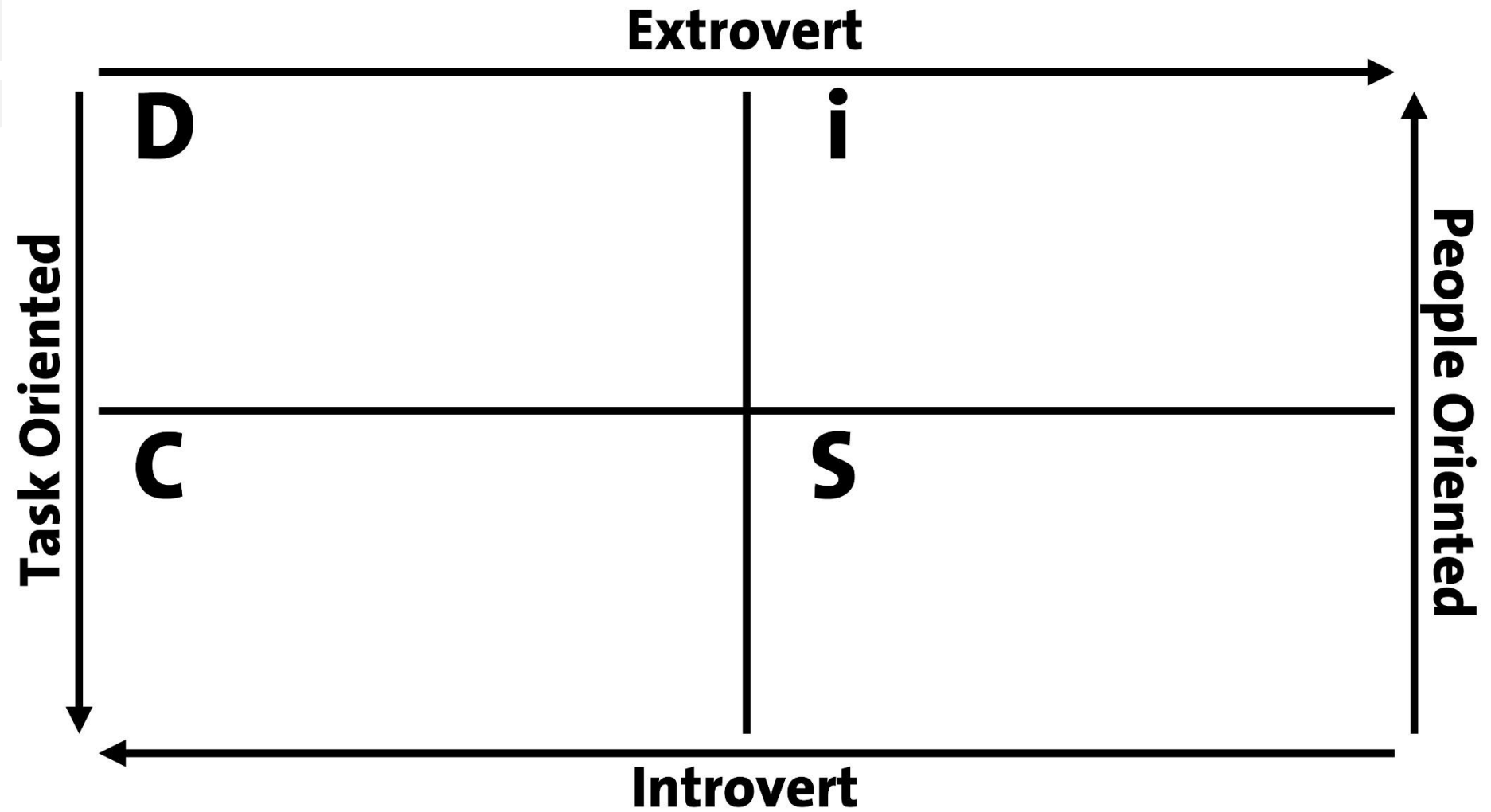
- You want to go on vacation
- You want your child to keep his room clean
- You want time for yourself
- Or...





I Want a Raise

- **Know your boss:**
 - **What motivates him/her?**
 - **Does he/she have the authority to give you a raise?**
 - **Personality style?**



I Want a Raise

- **This is NOT about your past performance!!!!**

I Want a Raise

- This is a speculative investment in your **FUTURE** performance

I Want a Raise

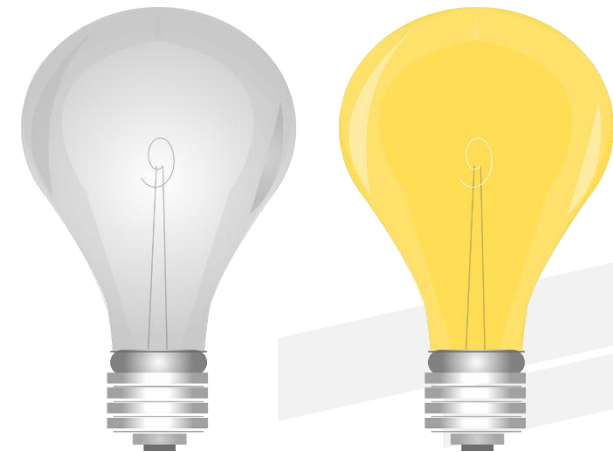
- **Not: What have you done for me lately?**
- **It's: What are you going to do for me tomorrow?**

I Want a Raise

- **Explain what you have done**
- **Show concern about the future:**
 - **What motivates him?**
 - **The next client, contract, project, etc.**

I Want a Raise

- Imagine if...
- Demonstrate future value



I Want to Go to a Conference

- **First determine cost**
 - **Conference fee**
 - **Travel/meals/hotel**
 - **Salary while away**

I Want to Go to a Conference

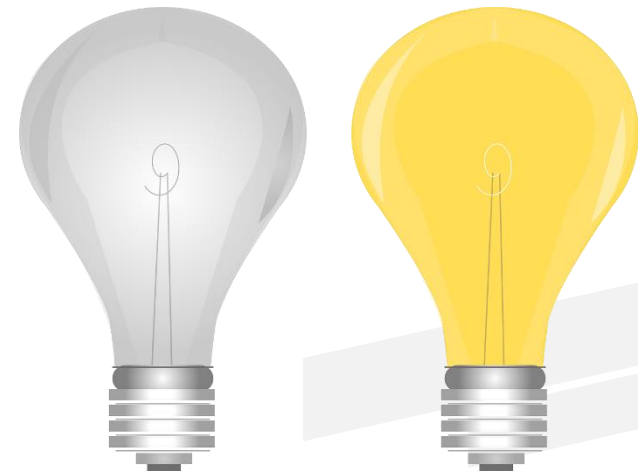
- **First determine cost**
 - **Conference fee (non-member)** **\$ 449**
 - **Travel/meals/hotel** **\$1,000**
 - **Salary while away** **\$1,000**
- **Total** **\$2,449**

I Want to Go to a Conference

- Gross Margin 25%
- You need to generate:
$$\frac{\$2,449}{25\%} = \$9,796$$
- How are you going to do this?

I Want to Go to a Conference

- Imagine if...
- Demonstrate future value

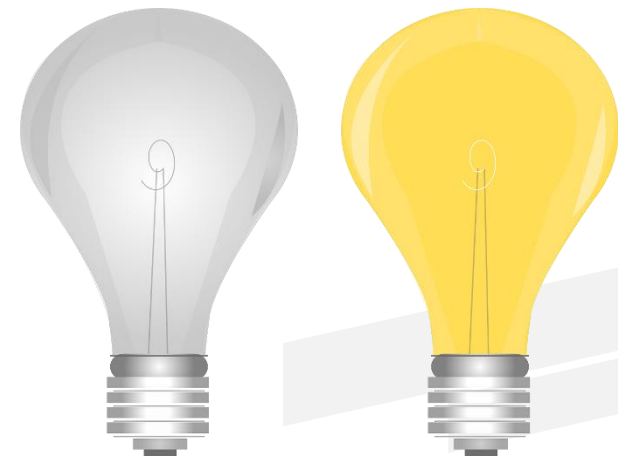


Please Buy

- **What's in it for them?**
- **Show concern about the future:**
 - **What will your product do?**
 - **How will purchasing it make them feel?**

Please Buy

- Imagine if...
- Demonstrate future value



My Two Favorite Things

- No?



No!

My Two Favorite Things

- Rephrase the statement into a question



Let's Focus on Personal Outcomes

- **You want to go on vacation**
- **You want your child to keep his room clean**
- **You want time for yourself**

What Do YOU Want



Life Happens

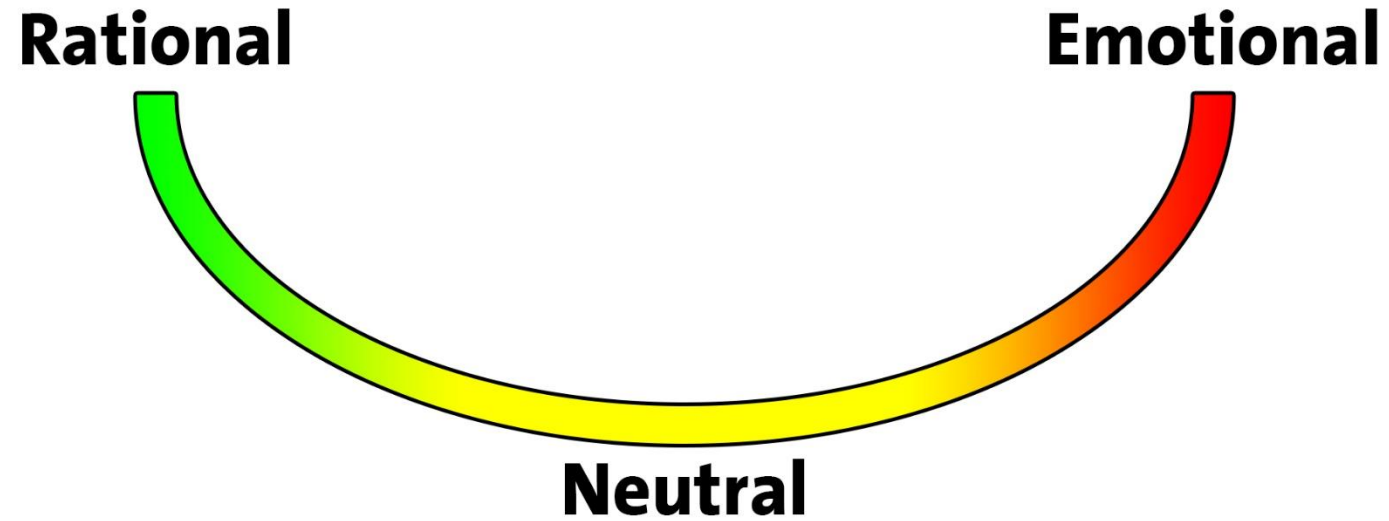
- It's an event – not positive or negative
- What is your reaction to the event?





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Rational or Emotional?



Good Decisions...

- **Require rational thinking!**
- **Must get from emotional to at least neutral**

Get to Neutral

- **Talk it out**
- **Work it out physically**
- **Withdraw to figure it out**
- **Withdraw until someone figures it out for you**



Dwelling on the past?

**Welcome
to the
Lunatic Asylum !**

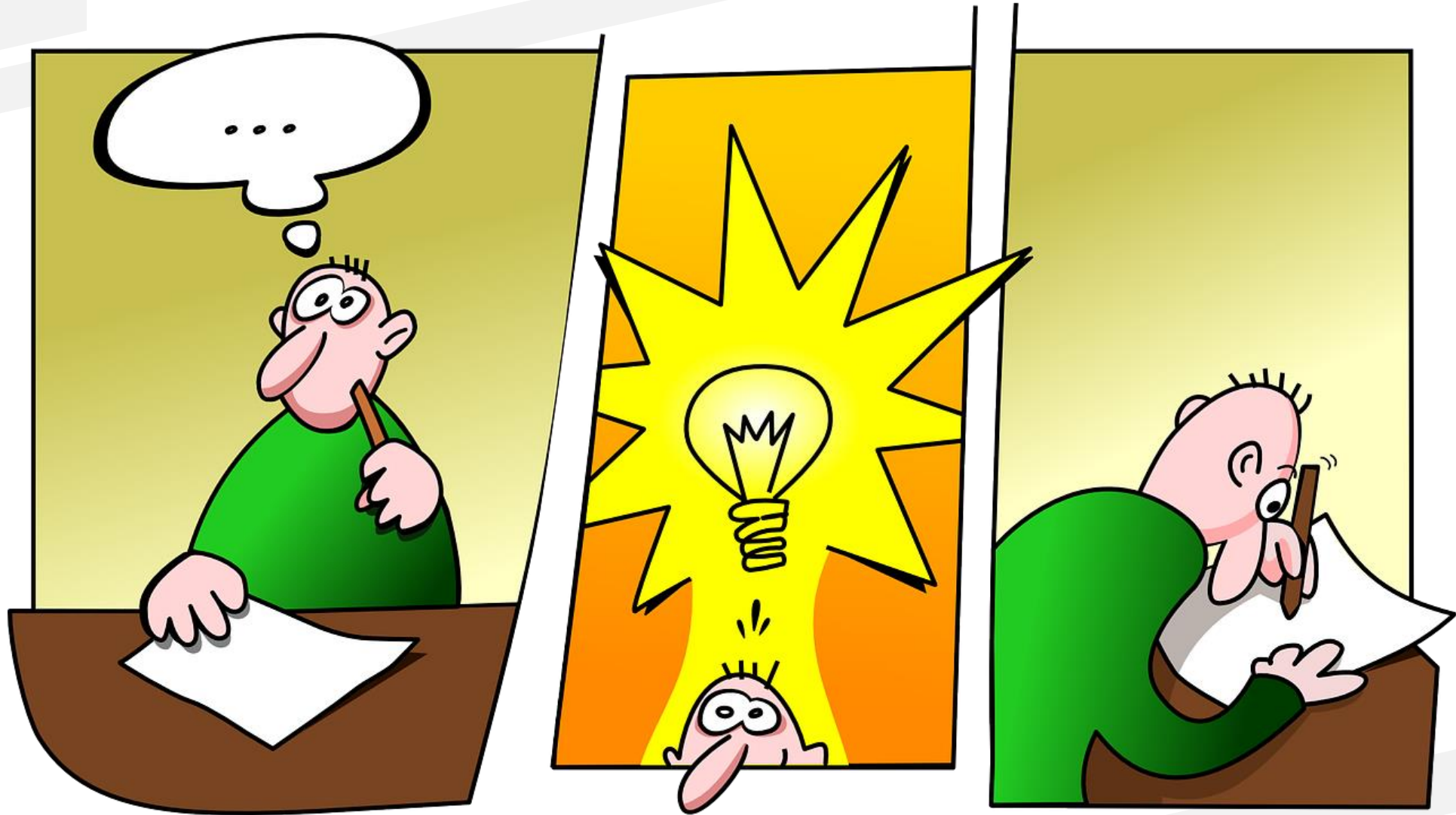
Neutral Thinking

No illusions!

No delusions!

No biases!

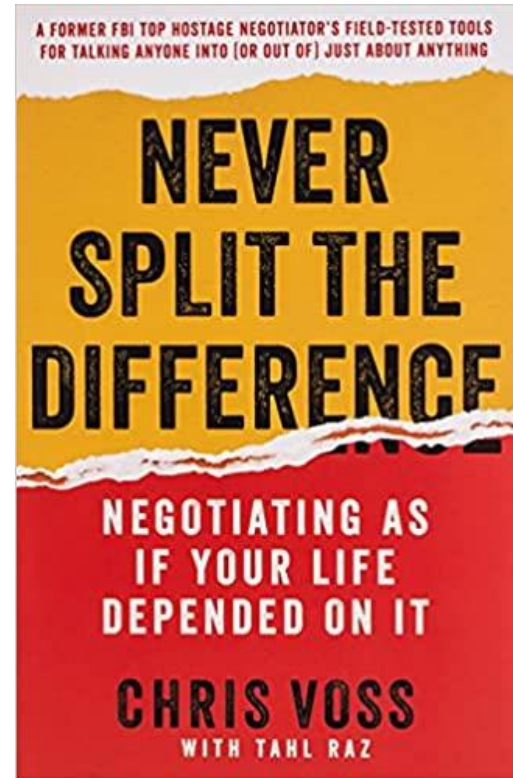
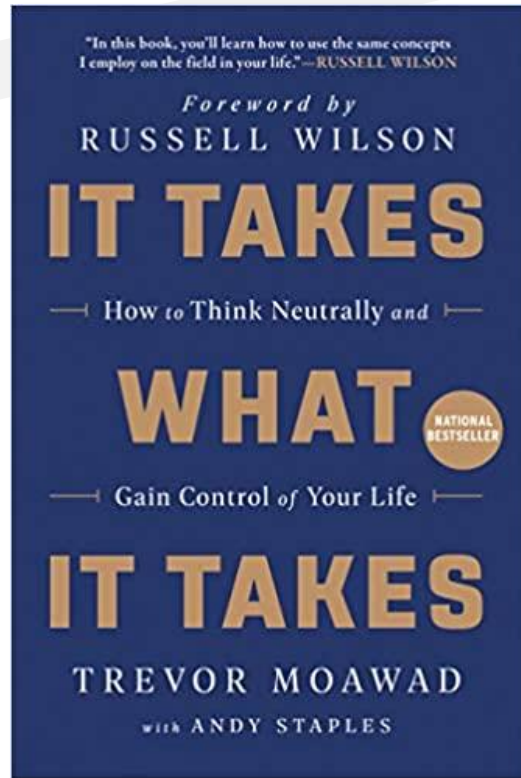
Pivot!



Pivot

- **What can you do NOW?**
- **What can you do today, this week, this month?**
- **Execute!**







Contact Ruth King

1. **770-729-8000 (office)**
2. **rking@ontheribbon.com**
3. **678-296-4123 (cell)**
4. **Contractor Cents ezine and podcast**



Thank you for
investing your
valuable time
with me!

Survey QR Code:



Thank you for your time!

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*PDH credits and participation certificates will be issued electronically **within 30 days**, once all attendance records are checked and the completed online evaluations are received.*

Attendees will receive an email at the address provided on your 2023 AHR Expo registration, listing the total credit hours awarded and a link to a printable certificate of completion.

If you have any questions, please contact Lisa Cherney, Education Manager, at AMCA International (lcherney@amca.org).



NEXT SESSION @ 2:30PM:

*Estimating Part-Load Performance of
Fan Motors and Drives
Using AMCA
Standard 207*