



****Unlocking the Keys to Frontline Manager Success: Transform Your Team's Potential****

Frontline service managers are the heartbeat of any successful service-based business, yet many companies struggle to equip these leaders with the tools they need to truly excel. Through decades in the pest control industry and a commitment to empowering people, Phil Cooper, CEO of TRNZ4m and Certified EOS Implementer, discovered the keys to transforming frontline managers into high-impact leaders. Phil spent over 34 years growing Cooper Pest Solutions into the largest private pest control company in New Jersey, refining a system that eventually became his Accelerated Gross Profit (AGP) program. In this dynamic talk, Phil shares the insights behind the AGP approach that helped his team thrive and paved the way for managers to drive real, measurable results.

Research shows that only a fraction of managers receive the essential training needed to make impactful decisions and motivate their teams. If your frontline managers aren't fully empowered, you're leaving valuable growth on the table. Phil's AGP program demystifies the path to frontline manager excellence with six core fundamentals that enhance accountability, engagement, and productivity. Phil also identifies four essential attributes—passion for learning, aptitude to learn, ability to follow instructions, and a desire to make people great—as critical qualities for managers to succeed and make a lasting impact.

Join Phil as he breaks down the AGP system in a session filled with actionable insights. Discover the power of structured role-playing, feedback loops, and value-based interactions that enable managers and technicians alike to exceed expectations and boost revenue. Phil's hands-on experience working with teams across industries through Evolve YT will provide invaluable takeaways for anyone looking to make a lasting impact in their organization.

Don't miss this chance to hear from a leader whose life-long curiosity and dedication to people development have redefined success for frontline managers. Unlock the potential of your team and see how the AGP program's proven methods can drive growth, enhance customer loyalty, and boost your bottom line.