Like many in the building service contracting industry, Brandon Weiner got his start on the ground floor. That experience not only gave him a firsthand view of how the industry worked, but he also learned how dedicated his people were — a piece of knowledge he carried with him as he moved up in his career. Here, Brandon shares how he recognizes his company’s most valuable asset — its people — as well as the value he’s gotten from his Certified Building Service Executive (CBSE) certification.

“Learning from our failures is what allows us to grow and constantly test new limits. We must always strive to be better than we were yesterday.”

**How did you get your start in the building service contracting industry?**
I grew up in the industry. My grandfather started Eastern Janitorial Services (EJS) and had a firm belief in working from the ground up. So, similar to my grandfather and my father, I got my start in the industry as a day porter and night cleaner. I worked alongside and learned from the best in the business. The experience has been invaluable and provided me with a hands-on education. After several years of learning the operation, I transitioned into business development, where I have had much success in spearheading our firm’s expansion into new markets.

**What is one challenge you’ve experienced in your career?**
Implementing a new human resources program throughout the organization was my first challenge at EJS. Having started my career as a janitor, I was immediately taken by how dedicated and diligent our people were; yet there was no program to properly thank them or reward them for a job well done. It was important for me to create a program that acknowledged the effort that our employees put forth on a daily basis. I created an internal promotion program and an incentive program. Through these programs, we created a culture that placed an emphasis on team. Our most valuable asset is our people, and promoting and incentivizing their successes encourages them to go the extra mile to ensure a clean, safe and healthy environment for our customers.
What is the best piece of advice you’ve received in your career?
Don’t be afraid to take risks! Too often as managers and executives, we try to be perfect. Yes — when taking risks, we may fail, but within our failures are lessons. Learning from our failures is what allows us to grow and constantly test new limits. We must always strive to be better than we were yesterday. Secondly, remember that any and all feedback is an opportunity. Any BSC who promises to be perfect is lying. Mistakes happen, but all mistakes are an opportunity to grow with your customer, to fine-tune your operation to meet the demands of a given facility. Improve every day, learn every day and pursue perfection with a hunger that inspires your team to do the same. My father, who is my mentor and president of EJS, has never been afraid to take risks, and I believe it is that passion for pushing new boundaries that has been the driving force behind our success.

What is one thing BSCs should consider if they are focusing on creating more business and building better relationships with clients?
To just listen. If you have been given the opportunity to sit down with a potential client, ask questions and truly listen to their responses. We are blessed with the ability to meet new people every day — don’t take that lightly. Stop focusing on selling, and focus on getting to know the person and give them the opportunity to get to know you. Over time, a relationship built on trust and respect will develop and that relationship will create new business opportunities.

Why did you obtain your CBSE certification?
I obtained my CBSE certification because I wanted to be more than a building service contractor. I wanted to offer my partners true value.

How has it helped your career?
Through the CBSE certification, I am able to bring a level of value to my partners that not everyone can. The information learned can benefit everyone and being able to take that information from what I’ve learned and apply it to analyze any issue in any part of our industry has been tremendous. I can help service an account in more of a consultative manner, and the value is remarkable.

How has your membership in BSCAI benefited you?
My membership in BSCAI has benefited me in several ways, but most notably is the network of like-minded individuals. We are in a unique industry, and few people experience the same successes and struggles. So being able to network and learn from others within our industry is invaluable.

What book are you reading right now?
I am in the middle of several books at the moment. “Zero to One” by Peter Thiel is an interesting read on entrepreneurship and business. It discusses how to think in terms of changing the landscape of an industry with an idea rather than pushing more of the status quo. “Team of Rivals” is an excellent read on the leadership and political prowess of Abraham Lincoln. I just finished “How to Win Friends and Influence People” by Dale Carnegie, which is a must read for anyone in business or simply trying to work towards a better version of themselves.