

**Re-Energize Your Sales Force:**

**SELLING SKILLS  
TRAINING PROGRAM  
FOR THE  
HVAC INDUSTRY**

April 30 - May 2, 2012  
Philadelphia, PA

Mechanical Service Contractors of America



Participants in this highly interactive program, developed specifically for mechanical services salespeople, will embark on a tour through the sales cycle of the industry as it exists today. Looking at the process from the customer's perspective, salespeople will walk away with a fresh approach to solving customer problems, solidifying customer relationships, and increasing the return on their business development efforts.

# SELLING SKILLS TRAINING PROGRAM

## APRIL 30—MAY 2, 2012

### LOWES HOTEL, PHILADELPHIA, PA

Fierce competition; incredible price sensitivity; declining margins; diminishing customer loyalty; fast changing technology.

These are just a few of the challenges confronting today's salesperson. There's no doubt the selling landscape is changing dramatically. Strategies that worked yesterday no longer work today. Decision-makers construct impenetrable barriers designed to keep salespeople more than arm's length away. To keep from operating in a storm of confusion, today's salesperson must employ strategies and techniques that are well suited to today's rapidly changing environment.



### Specific Topics to be Discussed During This 3-Day Session Include

- Recognizing and adjusting for important trends that may impact your customer relationships.
- Creating customers for life through effective relationship management strategies.
- Eliminating the silos between sales and service by forging synergistic, harmonious internal relationships.
- Prioritizing your time by distinguishing between "real" customers and "artificial ones."
- Overcoming the barriers that prevent you from reaching key decision-makers and influencers.
- Adding value without adding cost to deemphasize price as an obstacle to closure.
- Recognizing the unique needs of different personalities and reduce frustration by learning how to communicate well with all types of people.

#### Program Information

Nancy Bandy, managing director of Transitions Consulting Group, will be the instructor for this program. Nancy is a recognized trainer in our industry with more than 20 years of corporate training and organizational design experience in the areas of consultative selling, management and instructor development, customer service, performance management, individual and team presentation, change management strategies, and executive leadership.

The program will begin at 7:30 a.m. on the first day and conclude on the third day at 3 p.m. Breakfast and lunch are included each day. There will be a reception on the second evening. The registration fee is \$1,350 per attendee, which includes program tuition, all program materials and handouts, breakfast and lunch each day, reception, breaks and certification of program completion.

For more information, logon to [www.mcaa.org/education/msca/sellingskills](http://www.mcaa.org/education/msca/sellingskills).



# Selling Skills Training Program

Loews Philadelphia Hotel  
Philadelphia, PA  
April 30 – May 2, 2012



## Attendee Information

Name \_\_\_\_\_ Badge Name \_\_\_\_\_  
 Company Name \_\_\_\_\_ Title \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
 Registrant's E-mail \_\_\_\_\_ Work Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail address to send acknowledgement of registration form receipt: \_\_\_\_\_

## Registration Fees

|             |         |  |
|-------------|---------|--|
| MSCA Member | \$1,350 |  |
| Non-Member  | \$3,000 |  |

**Program begins at 7:30 a.m. on Monday, April 30, 2012.  
Please plan your arrival accordingly!**

## Registration Payment

Check (payable to MSCA)     AMEX     MC     VISA

Account Number \_\_\_\_\_ Expiration \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_ Billing ZIP Code \_\_\_\_\_  
 Signature \_\_\_\_\_

**MSCA Registration & Housing Policy**  
 Registration fee due at time of registration (all registration, based on first-come-first-serve basis – class size limited).

**MSCA Cancellation & Refund Policy**  
 No penalty for cancellation 30 days prior to program date. After that date, fee reimbursement will be dependent on the filling of your vacancy.

## Hotel Registration

| Room Type              | Room Rate | King Bed | 2 Beds | Smoking | Non-Smoking |
|------------------------|-----------|----------|--------|---------|-------------|
| Standard Single/Double | \$180.00  |          |        |         |             |

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_  
 Total Number of People in Room \_\_\_\_\_ Sharing with \_\_\_\_\_  
 Do you have any special hotel requirements? \_\_\_\_\_

**Please contact Sobeida Orantes, MSCA at 800-556-3653 if you require special accommodations to fully participate in this event.**  
 Rooms at the Group Rate Are Subject to Availability.

**The hotel cut-off date is April 13, 2012.** After this date, rates and room types may change. A deposit equal to the room and tax charge for one night's stay is required to confirm your reservation. Reservations cancelled within 7 days of the day of arrival will result in forfeiture of deposit. All rates are subject to a 14% tax per room per night.

Check (payable to Loews Philadelphia Hotel)     AMEX     MC     VISA

Account Number \_\_\_\_\_ Expiration \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_ Billing ZIP Code \_\_\_\_\_  
 I authorize the following to be charged to the credit card provided:     Room & Tax     Incidentals     All Charges  
 Signature \_\_\_\_\_

Registration Made Easy:  
 FAX your completed registration and hotel reservation forms to: (240) 238-7261 OR  
 Mail to MSCA, 1385 Piccard Drive, Rockville, MD 20850  
 Questions or changes?  
 E-mail Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653.

**For Office Use**

Payment: \_\_\_\_\_  
 Database: \_\_\_\_\_  
 Hotel: \_\_\_\_\_