

# SALES BASECAMP

**May 1-2, 2017**

**DoubleTree by Hilton Philadelphia Airport Hotel  
Philadelphia, PA**

Sales Basecamp is where it begins for entry-level service sales personnel in the HVACR and plumbing industry. This two-day program will prepare this recent hire or employee new to a sales position with all the relevant skills necessary to confidently sell HVACR and plumbing services while creating added value for the customer. The skills and knowledge attained in this class will become the strong foundation on which you build a long and successful career in service sales.

## **TOPICS TO INCLUDE:**

- MODULE #1:** Selling Services in a Competitive Environment
- ▲ The changing nature of service
  - ▲ Differentiating between maintenance, project, energy service, and plumbing sales
  - ▲ Skills to guarantee future success
  - ▲ Building strong relationships
- MODULE #2:** Prospecting for Results
- ▲ The MSCA Sales Cycle
  - ▲ The prospecting process
  - ▲ Effective networking
  - ▲ Best practices for reaching key decision-makers
  - ▲ Meeting your professional and personal goals
- MODULE #3:** The First Meeting
- ▲ Pre-call planning
  - ▲ Asking the right questions
  - ▲ Listening skills
  - ▲ Information-gathering
- MODULE #4:** Proposal Preparation
- ▲ Financial analysis
  - ▲ Avoiding sales traps
  - ▲ Features and benefits
- MODULE #5:** Presenting the Proposal
- ▲ Handling objections
  - ▲ Gaining commitment and closing
  - ▲ Personal development plan



**SALES INSTITUTE**  
MSCA University™

**Who Should Attend:** This is for anyone new to the sales function or the HVACR and plumbing industry who is preparing for a career in sales. It is recommended that MSCA's HVAC 101 webinar program ([www.msca.org/hvac\\_101](http://www.msca.org/hvac_101)) and all company onboarding are completed prior to attending.

**Schedule and Cost:** This highly interactive program will include presentations, group exercises and discussion groups. The program will begin at 7:30 a.m. on Monday, May 1 and conclude on Tuesday, May 2 at 4:00 p.m. The cost for the program is \$1,400, and includes 15 hours of course instruction; all course materials; breakfast, lunch and snacks each day; a reception; and one dinner. Class size is limited.

**Instructor:** The program was developed by a task force of MSCA contractors in partnership with Nancy Bandy, lead instructor for this program. Nancy is Managing Director of TRANSITIONS Consulting Group. She is an accomplished professional with over 30 years of corporate training and organizational design experience. Nancy is a very popular and highly acclaimed instructor for MSCA, having taught at numerous conferences and local service seminar programs.

**Location and Travel:** The program will be held at the DoubleTree by Hilton Philadelphia Airport Hotel, 4509 Island Avenue, Philadelphia, PA 19153. The hotel is located approximately 1.4 miles from the Philadelphia International Airport (PHL). A special room rate of \$129 is being offered for this program. The cut-off date for hotel reservations is March 31, 2017. If any special accommodations are required, please contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).





**Attendee Information**

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Registrant's Email: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address to send acknowledgement of registration form receipt: \_\_\_\_\_

**Registration Fees**

|                  |         |  |
|------------------|---------|--|
| MSCA/MCAA Member | \$1,400 |  |
| Non-Member       | \$3,000 |  |

Program begins at 7:30 a.m. on Monday, May 1.  
Please plan your arrival accordingly.

**MSCA Registration & Housing Policy**  
Registration fee due at time of registration (all registration is on a 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, reimbursement will be dependent on the filling of your vacancy.

**Registration Payment**

Check (payable to MSCA)       AMEX       MC       VISA

Account Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Billing ZIP Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Hotel Registration**

| Room Type              | Room Rate | King Bed | 2 Beds |  |
|------------------------|-----------|----------|--------|--|
| Standard Single/Double | \$129.00  |          |        |  |

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Total Number of People: \_\_\_\_\_ 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 March 31, 2017.** After this date, rates and room types may change. A deposit equal to the room and tax charge for one night's stay will be necessary to confirm your reservation. Reservations cancelled within 72 hours of the day of arrival will result in forfeiture of deposit. All rates are subject to a 15.5% tax per room per night.

AMEX       MC       VISA

Account Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Billing ZIP Code: \_\_\_\_\_

I authorize the following to be charged to the credit card provided:  Deposit     Room & Tax     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?  
 Email Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653

**FOR OFFICE USE**  
 Payment: \_\_\_\_\_  
 Database: \_\_\_\_\_  
 Hotel: \_\_\_\_\_