

SALES BASECAMP

February 11 – 12, 2019
Hilton DFW Lakes Executive Conference Center
Dallas, TX

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.mcaa.org/msca/resources/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, February 11 and conclude on Tuesday, February 12 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 Hilton DFW Lakes Executive Conference Center, 1800 Highway 26E, Grapevine, TX 76051. The hotel is located 3.5 miles from the Dallas Fort Worth International Airport (DFW). Complimentary airport shuttle service provided. A special nightly room rate of \$174 (taxes are 8.25%) is being offered for this program. The cut-off date for hotel reservations is January 21, 2019. If any special accommodations are required, please contact Sobeida Orantes at 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	

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.

Program begins at 7:30 a.m. on Monday, February 11.
Please plan your arrival accordingly.

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	\$174.00			

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 January 21, 2019. 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 canceled within 72 hours of the day of arrival will result in forfeiture of deposit. All rates are subject to a 8.25% tax per room per night.

AMEX MC VISA

Account Number: _____ Expiration: _____

Cardholder Name: _____ Billing ZIP Code: _____

A credit card authorization form must be completed if charges are to be applied to this card and the card is not to be presented at check-in.

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 or call 800-556-3653

FOR OFFICE USE
 Payment: _____
 Database: _____
 Hotel: _____