SALES BASECAMP

May 16–17, 2019
The Westin Baltimore Washington Airport
Baltimore, MD

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
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 Thursday, May 16 and conclude on Friday, May 17 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 TRAINSITIONS 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 Westin Baltimore Washington Airport, 1110 Old Elkridge Landing Rd, Linthicum Heights, MD 21090. The hotel is located 3.3 miles from the Baltimore Washington International Thurgood Marshall Airport (BWI). Complimentary airport shuttle service provided. A special nightly room rate of $139 (taxes are 13%) is being offered for this program. The cut-off date for hotel reservations is April 10, 2019. If any special accommodations are required, please contact Sobeida Orantes at saorantes@mcaa.org.
MSCA SALES BASECAMP
APPLICATION
Westin Baltimore Washington Airport
1110 Old Elkridge Landing Rd, Linthicum Heights, MD 21090
May 16-17, 2019

Attendee Information
Name: ___________________________________________ Badge Name: _____________________________________________
Title: ___________________________________________ Company Name: ___________________________________________
Street Address: ___________________________________________ City: ___________________________ State: __________ State: __________ ZIP Code: ___________
Registrant’s Email: ___________________________ Work Phone: ___________________________ Fax: ___________________________

Email address to send acknowledgement of registration form receipt: _____________________________________________

Registration Fees
<table>
<thead>
<tr>
<th>Description</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>MSCA/MCAA Member</td>
<td>$1,400</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$3,000</td>
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Program begins at 7:30 a.m. on Thursday, May 16. 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

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Room Rate</th>
<th>King Bed</th>
<th>2 Beds</th>
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<tbody>
<tr>
<td>Standard Single/Double</td>
<td>$174.00</td>
<td></td>
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</tbody>
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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 April 10, 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 13% 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: ___________________________