

# SALES LEADERSHIP SYMPOSIUM

September 17-18, 2019  
The Westin BWI  
Baltimore, MD

The Sales Leadership Symposium will cover nearly two days of focused training for anyone who manages sales personnel. This course is designed for HVACR service sales leaders who are responsible for any aspect of recruiting, hiring, onboarding, training, and/or coaching sales personnel. Presented by in-the-field industry experts, the Sales Leadership Symposium will teach leaders how to drive revenue growth and enhance profitability through a structured sales approach as well as enhance sales team productivity and ensure employee retention.

## BENEFITS OF THE SALES LEADERSHIP SYMPOSIUM

- BENEFIT #1:** Access to a toolbox of management and salesperson resources so that you and your team have everything you need before you need it
- BENEFIT #2:** Understand your role as the sales leader and the part you play in ensuring your team's success
- BENEFIT #3:** Master hiring the right person and determining core competencies of each team member
- BENEFIT #4:** Learn how to successfully onboard and devise appropriate incentive plans
- BENEFIT #5:** Discover the "ins" and "outs" of effectively coaching and motivating your team
- BENEFIT #6:** Receive course follow-up throughout the year that will reinforce your training and strengthen your leadership as you support team members participating in Sales Institute programs



**SALES INSTITUTE**  
MSCA University™

The wildly successful Sales Leadership Symposium was first offered prior to the MSCA 2014 educational conference and all subsequent classes have received equally positive feedback. Here's what past attendees had to say about this course:

"I thought the class and content were great! I am looking forward to using the information and tools provided to help our sales team."

"This was a great lead into the sales training program. As a sales manager/coach, it was refreshing to have this training to remind us of what we need to do as the leader."

**Who Should Attend:** This is for service sales leaders who recruit, hire, onboard, train, and/or coach service sales personnel (even if s/he does not have a sales manager job title) and leaders who are committed to the long-term development of his/her sales team. To get the most out of Sales Institute programs, it is recommended the Sales Leadership Symposium be attended by the sales leader before members of his/her team participate in the Sales Masters program.

**Schedule and Cost:** This interactive program will include presentations, group exercises and discussion groups. The program will begin at 4:00 p.m. on Tuesday, September 17 and conclude on Wednesday, September 18 at 2:00 p.m. The cost for the program is \$850, which covers eight hours of course instruction, all course materials, a dinner reception on September 17 and breakfast and lunch on September 18. Class size is limited.

**Instructors:** The program was developed by a task force of MSCA contractors, and is taught by Jim Bartolotta, executive vice president of Atomatic Mechanical (Arlington Heights, IL); and David Bavisotto, vice president - service department at Illingworth-Kilgust Mechanical, an EMCOR company (West Allis, WI). Altogether, these industry experts have decades of mechanical service experience that will accelerate your growth as a leader and enhance your value to your team and company.

**Location and Travel:** The program will be held at the Westin BWI Airport, 1110 Old Elkridge Landing Rd, Linthicum Heights, MD 21090. The hotel is conveniently located at the Baltimore Washington International Airport. A special room rate of \$145 is being offered for this course. Airport shuttle service is provided. If any special accommodations are required, please contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).



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## Attendee Information

Name \_\_\_\_\_ Badge Name \_\_\_\_\_  
Company Name \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Registrant's email \_\_\_\_\_ Work Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email address to send acknowledgment of registration form receipt: \_\_\_\_\_

## Registration Fees

|             |                |  |
|-------------|----------------|--|
| MSCA Member | <b>\$850</b>   |  |
| Non-Member  | <b>\$1,800</b> |  |

### MSCA Registration & Housing Policy

Registration fee due at time of registration (all registration based on first-come-first-served 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 4 PM on Tuesday, September 17, 2019.  
Please plan your arrival accordingly.**

## Registration Payment

- Check (payable to MSCA)     Credit Card \*

\*Our process for collecting credit cards has changed to enhance the security of your personal information. **Please choose one of the options below:**

- Send a secure web link (this link lets you input your information and send it to MSCA securely; the link will expire within 5 business days)  
Email \_\_\_\_\_

- Call me for the information

Name \_\_\_\_\_ Phone \_\_\_\_\_ Best Time to Call \_\_\_\_\_

**We accept credit card payments for registrations and hotel reservations.  
Your registration and hotel will be confirmed when we receive your payment.**

## Hotel Registration

| Room Type              | Room Rate       | King Bed | 2 Beds |
|------------------------|-----------------|----------|--------|
| Standard Single/Double | <b>\$145.00</b> |          |        |

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 August 16, 2019.** After this date, rates and room types may change. A credit card is required to confirm your reservation but will not be charged until check in. Reservations canceled within 24 hours of the day of arrival will result in charge of one night's stay. All rates are subject to a 13% tax.

### 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: \_\_\_\_\_