SALES BASECAMP

February 10 – 11, 2020 Sheraton Charlotte Airport Hotel Charlotte, NC

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 WebBooks (https://www.mcaa.org/msca/about-our-webbook-library/) and all company onboarding are completed prior to attending.

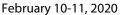
Schedule and Cost: This highly interactive program will include presentations, group exercises and discussion groups. The program will begin at 7:30 a.m. on Monday, February 10 and conclude on Tuesday, February 11 at 4:00 p.m. The cost for the program is \$1,400, and includes 15 hours of course instruction; 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 Sheraton Charlotte Airport Hotel, 3315 Scott Futrell Drive, Charlotte, NC 28208. The hotel is located 3.3 miles from the Charlotte Douglas International Airport (CLT). Complimentary airport shuttle service provided. A special nightly room rate of \$149 (taxes are 15.25%) is being offered for this program. The cut-off date for hotel reservations is January 10, 2020. If any special accommodations are required, please contact Sobeida Orantes at saorantes@mcaa.org.

MSCA SALES BASECAMP APPLICATION

Sheraton Charlotte Airport Hotel 3315 Scott Futrell Drive, Charlotte, NC 28208





Attendee Info	rmation					
Name					Badge Name	
Company Name					Title	
Street Address					710.6	
City Registrant's email						
•	d acknowledgment of					
Registration F	_	J	·			
MSCA Member	\$1,400			MSCA Pogistra	tion & Housing D	oliev
Non-Member	\$3,000				tion & Housing Pous ue at time of registra	ation (all registration based on
	1,			first-come-first-se	rved basis – class size	e limited).
					tion & Refund Po	
Program begins at 7:30 AM on Monday, February 10, 2020. Please plan your arrival accordingly.				No penalty for cancellation 30 days prior to program date. After that date. reimbursement will be dependent on the filling of your		
Registration F	Payment			vacancy.		
☐ Check (payable t	o MSCA) 🗖 Credit C	ard *				
	ting credit cards has chan		curity of	your personal		
☐ Send a secure web Email	link (this link lets you inpu	nt your information and	d send it	to MSCA securely;	the link will expire w	ithin 5 business days)
☐ Call me for the info	rmation					
Name	ePhone			Best Time to Call		
-	l payments for registrati I hotel will be confirmed			ent.		
Hotel Registra	ation					
Room Type	Room Rate	King Bed	2 B	eds		
Standard Single/Dou	uble \$ 149.00					
Arrival Date				Departure Date		
Total Number of People in Room				•		
Do you have any spe	ecial hotel requirement	s?				
Rooms at the Group Ra The hotel cut-off date		ility. ter this date, rates and	room ty	oes may change. <i>A</i>	A credit card is requir	

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:					