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
February 10-11, 2020

Attendee Information

Name ____________________________  Badge Name ____________________________
Company Name ____________________________  Title ____________________________
Street Address ____________________________  State ____________________________  ZIP Code ____________________________
City ____________________________  Regrant’s email ____________________________  Work Phone ____________________________  Fax ____________________________

Email address to send acknowledgment of registration form receipt: ____________________________

Registration Fees

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Fee</th>
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<tbody>
<tr>
<td>MSCA Member</td>
<td>$1,400</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$3,000</td>
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</tbody>
</table>

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.


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

<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>$149.00</td>
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</table>

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 January 10, 2020. 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 15.25% 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 or call 800-556-3653.