

# 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



**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 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 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 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](mailto:saorantes@mcaa.org).



# MSCA SALES BASECAMP APPLICATION

Sheraton Charlotte Airport Hotel  
3315 Scott Futrell Drive, Charlotte, NC 28208  
February 10-11, 2020



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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	\$1,400	
Non-Member	\$3,000	

### 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 7:30 AM on Monday, February 10, 2020.  
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	\$149.00		

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](mailto:saorantes@mcaa.org) or call 800-556-3653.

### For Office Use

Payment: \_\_\_\_\_

Database: \_\_\_\_\_

Hotel: \_\_\_\_\_