

# Application Procedures

# 2021 SALES MASTERS

# PROGRAM

**Sales Masters Week 1: May 2–6, 2021, The Hyatt Lodge, Chicago, IL**

**Sales Masters Week 2: November 7 – 12, University of Houston, Houston, TX**

Please read these procedures carefully prior to completing the application. Return your completed application via email to [bdolim@mcaa.org](mailto:bdolim@mcaa.org) or mail the original to: Barbara Dolim, MSCA, 1385 Piccard Drive, Rockville, MD 20850.

1. The Sales Masters Program is an intensive nine-day learning experience for intermediate and advanced level sales professionals. The program is limited to 25 participants from MSCA/MCAA member companies. Week 1 will be held May 2 – 6, 2021 at the Hyatt Lodge, just outside Chicago, IL. Week 2 will be held November 7 – 12, 2021 on the University of Houston campus in Houston, TX.
2. The program will include pre-attendance assignments, daily assignments during the course, and post-program work and follow-up. Evenings spent onsite provide unsurpassed networking opportunities in addition to professional development activities, including one-on-one coaching sessions, team-building events, and small group assignments.
3. Prior to attending the Sales Masters program, it is recommended that the applicant's sales manager/leader attend the MSCA Sales Leadership Symposium. The sales manager/leader must approve the applicant's attendance at Sales Masters and commit to working with the applicant on post-program follow-up and action plans.
4. The tuition of \$8,500 covers:
  - a. Sales Masters Week 1: 30 hours of program instruction; evening activities; breakfast, lunch and snacks each day; two dinners; all program materials; four nights of accommodations at the The Hyatt Lodge.
  - b. Sales Masters Week 2: 36 hours of program instruction; breakfast, lunch and snacks each day; welcome dinner; graduation dinner; program materials; individualized post-course follow-up; five nights of accommodations at the Hilton University of Houston; complimentary use of the Campus Recreation and Wellness Center; and complimentary wireless internet in the guest room.

**Note:** Tuition does not include airfare, ground transportation to/from the hotel, dinners except as noted, or personal expenses.



**SALES INSTITUTE**  
MSCA University™

5. Accepted applicants will be responsible for their own air transportation into the Chicago area for Sales Masters Week 1 [either O'Hare International Airport ( 15 miles) or Chicago Midway Airport (16 miles)] and into Houston for Sales Masters Week 2 [either Houston Hobby (8 miles) or Houston George Bush International Airport (23 miles)].
6. A single room reservation will be made for each applicant for arrival on May 2 and departure on May 6 at The Hyatt Lodge, for the Sales Masters Week1 program. A single room reservation will also be made for each applicant for arrival on November 7 and departure on November 12 at the Hilton University of Houston in Houston, TX, for Sales Masters Week 2. Room, taxes and fees are included in the tuition cost. Any additional nights or personal expenses are the responsibility of the attendee. For additional information, contact Barb Dolim at [bdolim@mcaa.org](mailto:bdolim@mcaa.org).
7. Applications will be processed on a first-come, first-serve basis. There is a limit of 25 participants in the class. A payment of \$4,500 will be due upon registration and \$4,000 will be due September 2021. A waiting list of accepted applicants will be maintained. Individuals on the waiting list will be given priority for admission to the next available course.
8. Cancellation Policy: There is no penalty for withdrawing from the program if your cancellation request is received more than 60 days before the scheduled course date. If cancellations are received within 60 days of the course date, the applicant can be rescheduled for a later course, and any fees already paid will be applied toward the rescheduled course. If an accepted applicant does not wish to re-schedule for a later course, a full refund will be issued only if the applicant's seat can be filled. Otherwise, all paid tuition, less deposit, will be refunded.

If you require any special accommodations, please contact Barbara Dolim at 301-990-2210 or [bdolim@mcaa.org](mailto:bdolim@mcaa.org). Send completed applications and payments to:

Barbara Dolim  
Executive Director  
MSCA  
1385 Piccard Drive  
Rockville, MD 20850  
[bdolim@mcaa.org](mailto:bdolim@mcaa.org)  
Fax: 240-238-7261



**Attendee Information**

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Company Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sales Manager's Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please describe your educational background: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please describe your professional sales experience and current position: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How many years have you been in your current position? \_\_\_\_\_ How many years have you been in sales? \_\_\_\_\_

Please tell us about your company (i.e. types of work performed, areas of specialization, volume, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What do you most hope to gain/learn from attending the MSCA Sales Masters program?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I attest that the information I have provided for this application is accurate to the best of my knowledge.

My service manager/leader has attended the MSCA Sales Leadership Symposium.

Signature of Applicant: \_\_\_\_\_

Signature of Sales Manager/Leader: \_\_\_\_\_

## Payment Information

Tuition of \$8,500 due as follows:

- \$4,500 due upon receipt of application
- \$4,000 September 2021

Check (payable to MSCA)    Credit Card \*    I authorize the same card to be charged for both payments.

\*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 \_\_\_\_\_

You will be invoiced for the final payment.

**Class size is limited.** Applications will be processed in the order they are received.

For the cancellation policy, please review the application instructions.

Return completed application to:

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[bdolim@mcaa.org](mailto:bdolim@mcaa.org)  
FAX: 240-238-7261