

SALES LEADERSHIP SYMPOSIUM

January 29-30, 2020
Marriott Phoenix Airport
Phoenix, AZ

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."

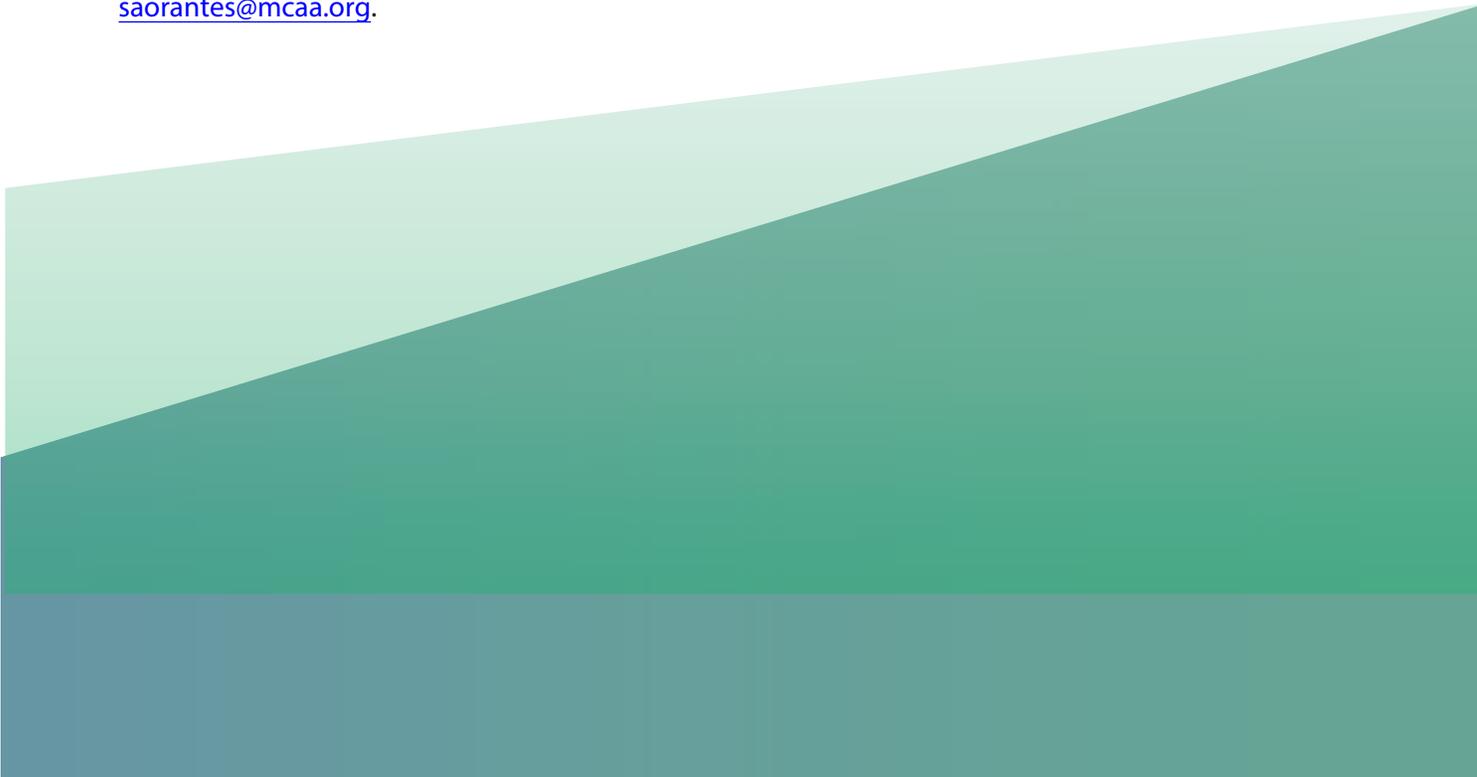
"This was a great lead into the sales training program. As a sales manager/coach, it was refreshing to have this training to remind us of what we need to do as the leader."

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 Wednesday, January 29 and conclude on Thursday, January 30 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 January 29 and breakfast and lunch on January 30. Class size is limited.

Instructors: The program was developed by a task force of MSCA contractors, and is taught by Chris Carter, vice president of service at Murphy Company (St. Louis, MO); David Bavisotto, vice president of service at Illingworth-Kilgust Mechanical, an EMCOR company (West Allis, WI); and Steve Horwood, vice president of business development at GDI/Ainsworth (Toronto, Canada). 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 Marriott Phoenix Airport, 1101 North 44th Street, Phoenix, AZ, 85008. The hotel is conveniently located 10 minutes from the Phoenix Sky Harbor International Airport. A special room rate of \$199 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.



Sales Leadership Symposium

Marriott Phoenix Airport

Phoenix, AZ

January 29-30, 2020



SALES INSTITUTE

MSCA University™

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	\$850	
Non-Member	\$1,800	

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 Wednesday, January 29, 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	\$199.00		

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 1, 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 12.57% 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@mca.org or call 800-556-3653.

For Office Use

Payment: _____

Database: _____

Hotel: _____