

# SALES BASECAMP

**October 11-12, 2021**

**Little America Hotel Salt Lake City, UT**

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, October 11 and conclude on Tuesday, October 12 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.

**Instructors:** The program was developed by a task force of MSCA contractors in partnership with Nancy Bandy, Managing Director of TRANSITIONS Consulting Group, and lead course instructor.

**Location and Travel:** The program will be held at the The Little America Hotel is located at 500 South Main Street, Salt Lake City, UT 84111, just 7 minutes from the Salt Lake International Airport (SLC). A special nightly room rate of \$229 (taxes are 12.9%) is being offered for this program. The cut-off date for hotel reservations is September 2, 2021. If any special accommodations are required, please contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).



# MSCA SALES BASECAMP APPLICATION

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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	<b>\$1,400</b>	
Non-Member	<b>\$3,000</b>	

## 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 \_\_\_\_\_


## Hotel Registration

Room Type	Room Rate	King Bed	2 Beds
Standard Single/Double	<b>\$229.00</b>		

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 September 2, 2021.** 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 12.9% 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?

E-mail Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653

### For Office Use

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

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

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