

SALES BASECAMP

November 3 – 19, 2020

3 WEEK VIRTUAL PROGRAM

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 3 week virtual program will include presentations, group exercises and discussion groups. The program will run every Tuesday and Thursday beginning at 2 PM EST from November 3 – 19, 2020. The cost for the program is \$1,400, and includes course materials. Class size is limited.

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

- Dave Bavissoto, Illingworth-Killgust Mechanical, an EMCOR Company
- Jim Bartolotta, Atomatic Mechanical Services, Inc.
- Wayne Turchetta, HMC Service Company
- Chris Carter, Murphy Company



MSCA SALES BASECAMP APPLICATION

3 WEEK VIRTUAL PROGRAM

November 3 – 19, 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	\$1,400	
Non-Member	\$3,000	

The program will run every Tuesday and Thursday at 2 PM EDT, November 3 – 19, 2020.

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 _____

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 or call 800-556-3653

For Office Use

Payment: _____

Database: _____

Hotel: _____