

# SALES LEADERSHIP SYMPOSIUM

## Virtual Training Program

January 26, 28 and February 2, 4

11:00 a.m. - 1:00 p.m. Eastern

Your sales team is the backbone of your organization - if they are successful your company will prosper. During the past year your sales personnel have faced extraordinary challenges as well as unique new opportunities. Sales and business development strategies are evolving at an unprecedented rate. As the sales leader you must now ensure you have the right team in place to deal with these changes and help them navigate this new world. The MSCA Sales Leadership Symposium will provide 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:** Uncover new service sales priorities and proactive strategies based on the lessons we learned during COVID and how these can lead to growth even during this era of uncertainty.



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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.

**Schedule and Cost:** This interactive on-line program will include presentations, group exercises and discussion groups. The program will be held via ZOOM on January 26, January 28, February 2 and February 4, from 11:00 a.m. - 1:00 p.m. Eastern time. The cost for the program is \$750. All attendees will be sent a comprehensive "tool kit" resource guide which includes a large array of hiring tools, business development tools, coaching tools, sample forms, templates and more. Class size is limited.

**Instructors:** The program was developed by a task force of MSCA contractors, and is taught by Chris Carter, vice president - service for Murphy Company (St. Louis, MO); David Bavisotto, vice president - service department at Illingworth-Kilgust Mechanical, an EMCOR company (West Allis, WI) and Steve Horwood, vice president business development, Ainsworth Inc. (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.

Registration questions? Please contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).



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## Attendee Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

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

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

Registrant's email \_\_\_\_\_ Work Phone \_\_\_\_\_

Email address to send acknowledgment of registration form receipt: \_\_\_\_\_

## Mailing Address for Materials (if different from above)

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

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

## Registration Fees

MSCA Member	<b>\$750</b>	
Non-Member	<b>\$1,500</b>	

### MSCA Registration 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.

## 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 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: \_\_\_\_\_