

# SALES LEADERSHIP SYMPOSIUM

January 13-14, 2022  
Hilton 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 Thursday, January 13 and conclude on Friday, January 14 at 3:00 p.m. The cost for the program is \$895, which covers eight hours of course instruction, all course materials, a dinner reception on January 13, and breakfast and lunch on January 14. 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, Director of Business Development at Illingworth-Kilgust Mechanical, an EMCOR company (West Allis, WI); and Steve Horwood, Vice President of Business Development at GDI/Ainsworth (Toronto, Canada).

**Location and Travel:** The program will be held at the Hilton Phoenix Airport, 2435 S 47th St, Phoenix, AZ 85034. The hotel is conveniently located at the Phoenix Sky Harbor International Airport. The Hotel offers complimentary shuttles to and from the airport. A special room rate of \$159 is being offered for this course. The cut-off date for hotel reservations is December 16, 2021. If any special accommodations are required, please contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).





**Attendee Information**

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

Title: \_\_\_\_\_ Company Name: \_\_\_\_\_

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

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

Registrant's Email: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

**Registration Fees**

MSCA/MCAA Member	\$895	
Non-Member	\$1,800	

**MSCA Registration & Housing Policy**

Registration fee due at time of registration (all registration is on a first-come-first-serve 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 4:00 p.m. on Thursday, January 13, 2022.  
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 1 of the following:

Send a secure web link (this lets you input your information & 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. You registration and hotel will be confirmed when we receive your payment.

**Hotel Registration**

Room Type	Room Rate	2 Beds
Standard Single/Double	\$159.00	

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Total Number of People: \_\_\_\_\_ 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 December 16, 2021.** After this date, rates and room types may change. A deposit equal to the room and tax charge for one night's stay will be necessary to confirm your reservation. Reservations canceled within 72 hours of the day of arrival will result in forfeiture of deposit. All rates are subject to a 14.27% tax per room per night.

Signature: \_\_\_\_\_

**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@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653

**FOR OFFICE USE**

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

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

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