

WHAT'S NEW

Last Chance This Year!

Growing and Developing Service Supervisors
November 8-10, Phoenix, AZ



Course attendees view videotape of their peer's performance under pressure.

Close out your year by sending your staff to *Growing and Developing Service Supervisors* November 8-10 in Phoenix, AZ. This course is specifically designed to improve the performance of all service supervisors, veterans and beginners alike. Presenter Kevin Dougherty will lead this hands-on program which includes filming of attendees who are placed in true-to-life customer situations to see how they respond to complaints

and objections. Participants also receive a comprehensive manual filled with over 100 proven-effective forms and worksheets that can immediately use when they return to work.

For more information, contact [Sobeida Orantes](#) or [click here](#) to register.

Exciting New Feature of MSCA LIVE 2012

MSCA LIVE 2012 promises to be full of surprises and new features, not the least of which is MSCA CENTRAL which will be located in the heart of the Grand Foyer.

What Is MSCA CENTRAL?

MSCA CENTRAL will be the hub for the entire conference, providing many fun and useful services and resources including:

- **Fascination Station** - Here you can take your Fascination Advantage™ test to find out what makes YOU fascinating. Your results will be revealed to you prior to the closing session of the conference with fascination expert Sally Hogshead.
- **LinkedIn Station** - Do you have a LinkedIn account? Sign up for one right here and learn how to get the most out of this social media tool.
- **Resource Center** - Learn about all things MSCA including the new GreenSTAR program, webinars and other educational information.
- **App Swap** - Know any cool apps? Share your favorites with your peers! Find out which apps really work!
- **Charge Station** - Power up your electronic devices at our conveniently located charge station.
- **Reading List** - Find out what our speakers and leaders in the industry are reading and how these books can give you an edge.

Optional Program at MSCA LIVE 2012



Selling Efficiency Effectively

October 14, 2012

Carlsbad, CA

There's still time to sharpen your energy solutions selling skills!
[Click here to register!](#)

So be sure to stop by MSCA CENTRAL. There's something for everyone there. Haven't registered for MSCA LIVE 2012? [Click here](#) now!

October Webinar Highlights Cross Selling of Your Services

Learn how to grow your business by diversifying your offerings! Jaimi Lomas of A.O. Reed and Company, San Diego, CA, will lead the webinar *Cross Selling Your Services* on Tuesday, October 30, at 1 p.m. Eastern Time to help you do just that. Jaimi will offer best practices for integrating opportunities in plumbing, commissioning, and other growing specialties. You'll also hear about how you can break down barriers between divisions in your company to ensure cross selling success. [Click here to register today!](#) And don't forget: The first four webinars, *Developing the Sales Plan, Hiring and Firing Salespeople, Compensation Packages and Other Incentives, and Technicians as Salespeople* are available for unlimited viewing at www.msca.org.

THANKS TO OUR MSCA LIVE 2012 SPONSORS!



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