



November 2014

WHAT'S NEW AT MSCA

Sign-Up for the Last *Path to Higher Margins* Webinar



Uncover new opportunities that can strengthen your business with the final webinar of *The Path to Higher Margins Is Not Business as Usual* series.

Join **Jaimi Lomas** (A.O. Reed & Co., San Diego, CA) and **Adam Wallenstein** (Neptune Plumbing & Heating Co., Cleveland, OH) as they present on how to develop new services to sell to current clients as well as how to create a loyalty program that can secure commitment from those customers.

Date: December 3
Time: 1:00 p.m. EST

Register today at <https://msca.webex.com/>.

The first six programs in the webinar series are available for viewing on the MSCA homepage at www.msca.org.

Advance Entry-Level Service Sales Employees with *Sales Basecamp*



SALES INSTITUTE
MSCA University™

The newly launched *MSCA Sales Institute* will help develop the skillsets of your entry-level service sales staff through its *Sales Basecamp* program.

Hosted in **Tempe, AZ, from January 12-13, 2015**, *Sales Basecamp* is tailored to prepare employees new to service sales and/or the HVACR industry with the skills necessary to confidently sell services while creating added value for the customer.

Topics include:

- Understanding the MSCA Sales Cycle
- Building trust with potential customers
- Effectively linking features with needs
- Handling objections professionally during the proposal presentation

Registration is now open, but space is limited. Visit <http://www.msca.org/salesinstitute/basecamp/> to sign-up

today. To learn more about this and other *MSCA Sales Institute* programs, visit <http://www.msca.org/salesinstitute/>.

Contact Barbara Dolim at bdolim@mcaa.org with any questions.

Bridging the Gap for the HVACR Technician Shortage



The looming technician shortage has been a topic at the forefront of our industry (and rightfully so) since the statistics were revealed. We have continued the conversation during the *MSCA 2014 educational conference* and the *Sales Leadership Symposium*, but more needs to be done. So, MSCA has a new Web page on the MSCA site that is dedicated to technician training and recruiting.

Schedules for upcoming training classes for UA instructors and service technicians that are underwritten by the International Training Fund (ITF) in conjunction with some of the major equipment manufacturers will be available on the website. Additionally, articles, information and advice on recruiting and attracting candidates to the HVACR and plumbing service industry will be posted for your information and use.

Visit the website at www.mcaa.org/msca/recruiting.

HIGHLIGHTS

MSCA's Service Managers Training Program Receives Rave Reviews from Attendees

Once a year, MSCA hosts its four-day *Service Managers Training Program*. Nearly 40 attendees from member companies across the country gathered to Alexandria, VA, to participate in this year's event, held November 10-13.

Designed with the sales manager's day-to-day issues in mind, this interactive workshop helped these service professionals improve their management and leadership skills, and effectively contribute to the bottom line results of their organizations.



Here's what some attendees had to say about the session:

- "I've never given "5's" in all categories before, but did this time. Great presenter, great program, great group."
- "I was a skeptic with an open mind. I was sold on Day 1. It was easy to see the value and legitimacy of the training. Best thing I could do as a new manager."
- "Never thought I would enjoy and benefit from a course like this. I was wrong. Took me way out of my comfort zone and removed a lot of my anxiety from doing similar courses in the future."

Next year's program is scheduled for November 9-12, 2015 (location TBD). Look out for future MSCA events at www.mcaa.org/education/msca/upcomingevents.cfm.

MSCA Members Volunteer through Convoy of Hope During MSCA 2014



MSCA members and spouses delivered 75,000 lbs. of much needed food and supplies to Share Our Selves (SOS) in Costa Mesa, CA, during the MSCA educational conference in partnership with Convoy of Hope. For the fifth year, goods were purchased and delivered through the generous donations of MSCA members, local associations, and UA partners.

[Read more about the event on the Convoy of Hope blog and watch the video recap here.](#)

In another related event during the conference, MSCA member spouses packaged almost 18,000 lbs. of beans for Convoy of Hope's Children's Feeding Initiative.

[Watch the MSCA / Convoy of Hope Packing Party here.](#)

See What We Accomplished Together in 2014

This year has been a great one for MSCA and its members. In 2014, we held:

- 5 educational events across the country to support and train dispatchers, field supervisors, and service managers
- 7 webinars to help your businesses on the path to higher margins
- An incredible MSCA educational conference to help you learn how to achieve and maintain an "endless summer" of successes
- Launched the *MSCA Sales Institute* to provide the first and only set of focused trainings specific to service sales personnel of all levels
 - *Sales Leadership Symposium* for sales leaders
 - *Sales Basecamp* for entry-level employees
 - *Sales Masters* for intermediate / advanced staff
- Held the first *Sales Leadership Symposium* to equip sales leaders with the tools to manage and grow their sales teams



It's been an amazing year thanks to your input and involvement. See what else we accomplished together in our [2014 Year in Review](#).

IN THE NEWS

Give Employees the Freedom to Make Decisions

Rules and procedures are good. They allow contractors to be sure employees are behaving exactly how they want them to. But, the hard part is riding the fine line of making sure employees are consistent in their actions while still

allowing them to adapt to extenuating circumstances. How would your employees handle a difficult situation? Would they be quick on their feet to make the correct decision or be a slave to company policy?

[Click here](#) to read the entire article.

Managing Fleet Vehicles and Logistics

Every mile logged in a company van or truck goes against the company's bottom line in the form of fuel expenses and eventual maintenance costs. Therefore, it is vitally important that HVAC companies have a sound business strategy regarding the size and maintenance of their respective fleets of vehicles. Regardless of size, each fleet must make attempts at increased efficiency and proper maintenance in order to have sustained profitability.

[Click here](#) to read the entire article.

Opportunities Trending in Building Automation

With so many sectors holding the potential for increased automation and controls services, there is ample opportunity for HVAC contractors that want to work in this field. However, the increasing technology and rapidly developing markets require more contractors with specialized skillsets.

[Click here](#) to read the entire article.

Thanks to Our MSCA 2014 Sponsors!



DAIKIN



EMERSON[™]
Climate Technologies



NIBCO[®]
AHEAD OF THE FLOW[®]

SLOAN[®]
Water Connects Us[™]



WennSoft

Mechanical Service Contractors of America
1385 Piccard Drive
Rockville, MD 20850
www.msca.org

Copyright 2014 MSCA