



March 2015

## HIGHLIGHTS

### Differentiate Your Company from the Competition with MSCA Sales Institute Programs

If you are looking for ways to grow your HVACR/plumbing service sales team, you are not alone. As a contractor, you are always seeking ways to differentiate yourself from the

competition, and the *MSCA Sales Institute* was created to help you do just that. Through several educational offerings provided through the *Sales Institute*, you will be able to create a culture of exceptional service by engaging and educating your service sales staff.



**SALES INSTITUTE**  
MSCA University™

#### Sales Leadership Symposium

Because having a better team means first being a better leader, the *Sales Leadership Symposium* is where sales leaders learn the skills needed to recruit, hire, onboard, coach and train sales professionals in a way that drives revenue growth and enhances their team's productivity and career development. Sold out for the second time in a row, the most recent seminar offered February 23-24 in Philadelphia, PA, was a huge success, with attendees saying:

- ◆ "This seminar hit the nail squarely on the head! MSCA rocks!!"
- ◆ "I took away a lot of great ideas and found this to be extremely informative and helpful!"
- ◆ "Great job. It has made me aware of what I don't know."

Additional dates are to be scheduled, so check frequently for updates.

#### Sales Basecamp

The *Sales Basecamp* course is where it begins for your entry-level service sales team members. This two-day course will prepare your employees who are new to the HVACR/plumbing industry and/or the sales function to confidently sell services while creating added value for your customers.

The next seminar will be held **May 4-5 in Baltimore, MD**. To register or learn more about this program, visit [www.msca.org/salesinstitute/basecamp](http://www.msca.org/salesinstitute/basecamp).

#### Sales Masters

The Sales Masters program is a two-week program designed for more seasoned service sales employees who often find it difficult to get useful industry-specific training for their level of expertise. The highly customized curriculum will be taught by MSCA in-the-field experts in partnership with

sales specialists from the University of Houston's Sales Excellence Institute. Attendees will be given pre-work assignments and post-work change contracts that include follow-up with the participant and his/her sales leader to ensure that the skills learned are applied and supported.

**Sales Masters I will be held April 19-23 in Oak Brook, IL, and Sales Masters II is scheduled for November 9-13 at the University of Houston.** Only sales leaders who have attended the *Sales Leadership Symposium* are eligible to send their team members to this program.

To register, complete and submit the application received in the *Sales Leadership Symposium* to Barbara Dolim at [bdolim@mcaa.org](mailto:bdolim@mcaa.org). For more information about the program, visit [www.msca.org/salesinstitute](http://www.msca.org/salesinstitute).

## Develop Service Supervisors to Accelerate Sales Team Performance



*Growing and Developing Service Supervisors*, one of MSCA's most popular classes, is open for registration. This two-day course will be taught by acclaimed MSCA instructor Kevin Dougherty from **April 23-25, 2015**, at MILWAUKEE TOOL headquarters in Brookfield, WI (Milwaukee metro area).

Specifically developed for your field service supervisors, this training will help them understand how to coach, mentor, manage and motivate the service technicians who work for you. Each attendee will receive a useful, comprehensive manual containing more than 100 forms and worksheets covering all aspects of a supervisor's responsibilities such as safety, operations, training, tools, and vehicles.

To learn more or register for this program, visit [www.mcaa.org/education/msca/superservice](http://www.mcaa.org/education/msca/superservice). Contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) with registration questions.

## Follow the Leader: Learn How to Be the One that Others Look to for Leadership

**Steve Thomas**, MSCA's most acclaimed presenter, will host MSCA's newest six-part webinar series, *The TEAM Thing*. Throughout each session, aspects of team-building will be used as an exercise to strengthen your leadership and impact.



In webinar #2 to be held on **April 1 at 1:00 p.m. EDT**, Steve Thomas will discuss what it means to be a "follow-able" leader, outlining the four main qualities people look for in a leader and introducing practices you can apply to ensure that you are the leader others look to.

Register today at <https://msca.webex.com>. Remaining dates are tentatively set for June 3, September 2, November 4, and December 6. Contact Barbara Dolim at [bdolim@mcaa.org](mailto:bdolim@mcaa.org) with questions about the series. Webinar #1, *Rethink the TEAM Thing*, is available for viewing at [www.msca.org](http://www.msca.org) along with PowerPoint slides and a handout.

## Network Like a GreenSTAR



Manager account, and customizable marketing materials that contractors can use to promote their energy services.

MSCA GreenSTARs have access to benefits such as building benchmark assessments training, Energy Solution Profile (ESP) Web-based software that creates personalized benchmarking reports based on data directly from your ENERGY STAR Portfolio

Another valuable resource is the national network available to GreenSTARs through the private LinkedIn group where members can share insights and tap into each other's expertise. If you are a GreenSTAR but are not a part of the discussion group, [join the MSCA GreenSTAR LinkedIn Group today](#). Here are some of the stories you may have missed on the LinkedIn group:

- ◆ Ways to Overcome High-Performance Building Obstacles
- ◆ Corporate Branding: Steps to Being the Perfect 10
- ◆ Your First Visit: The Road to Success
- ◆ 5 Challenges for Campuses and Commercial Buildings
- ◆ New Toolkit Helps Businesses Expand Market for Energy Efficiency Projects



Visit [www.mscaenergy.org](http://www.mscaenergy.org) to learn about the benefits of being a GreenSTAR contractor and to access the application form. Contact Dania Soto at [dsoto@mcaa.org](mailto:dsoto@mcaa.org) with any questions about the GreenSTAR program.

## Save the Date for MSCA 2015



Planning is underway for another exciting and empowering educational conference. The MSCA 2015 conference will be **October 18-21, 2015**, in the mountainscapes of **Colorado Springs, CO**, at The Broadmoor. Do not miss the industry event of year, so be sure to save the date.

Registration will open in May, so visit the MSCA website ([www.msca.org](http://www.msca.org)) for updates.

## How to Find the Perfect Recruit

As recruiting efforts continue to be a priority for contractors, the need for resources and guidance in this area has increased as well. To support contractors during this process, MSCA is actively involved in:

- ◆ **Promoting its members as employers of choice:** Kip Bagley, vice president of EMCOR Services/Mesa Energy, was a keynote speaker at the HVAC Excellence conference for industry instructors in Orlando, FL, on March 16, 2015, to discuss the opportunities MSCA

- ◆ **Producing articles to provide insights into how recruit and retain talent:** A new article was published – **“The Perfect Recruit: How to What Do You Look for When Hiring?”** – which will provide you with useful tips on how to identify strong candidates to build your future workforce. Access the content via this link: [www.msca.org/recruiting](http://www.msca.org/recruiting).

You can also browse this page to read past recruiting articles, learn about upcoming training opportunities, and view the UA's new recruiting video, *You See More*, which outlines aspects of the HVACR industry that make it an attractive career to pursue and can be used to support your recruiting efforts.

New resources will be featured on the website as they become available, so check back often.

## WHAT'S NEW

### It's Time for Goodwill Hunting: Nominate Someone for the MSCA Everyday Hero Award

In addition to getting a wealth of information at the MSCA 2015 Educational Conference, members have a chance to give as well. MSCA is now accepting nominations for the second annual MSCA Everyday Hero Award. This award was created to recognize employees at member companies who help others with their time, resources, and/or expertise, all for the sake of trying to make a difference in at least one person's life.

One winner will be chosen and presented an award on stage during the conference General Session. **The deadline for submissions is July 1, 2015.** Please take the time to nominate someone (or several people) in your company that you believe is deserving of recognition.

Visit [www.msca.org/MSCA\\_2015\\_Everyday\\_Hero\\_Award\\_Nomination\\_Form.pdf](http://www.msca.org/MSCA_2015_Everyday_Hero_Award_Nomination_Form.pdf) to apply and learn more about the award. Questions and completed forms should be sent to Dania Soto at [dsoto@mcaa.org](mailto:dsoto@mcaa.org).



2014 MSCA Everyday Hero Award winner David Schwersenky was presented the award on stage during the conference General Session by then-MSCA Chair Richard Starr and guest speaker Doc Hendley.



### Labor Negotiations Are Underway

The Joint UA/MSCA Labor Committee met on February 27 to begin discussions on the National Agreement, which is set to renew on August 1, 2015. Once any changes or additions are finalized and approved, all national signers will be sent complete details on any new or changed provisions. All current national signers are not required to sign a new Agreement but will be bound to all of its terms and conditions. However, the UA will send out copies of the new Agreement for signature, as it is always advisable to sign the most recent Agreement and have it

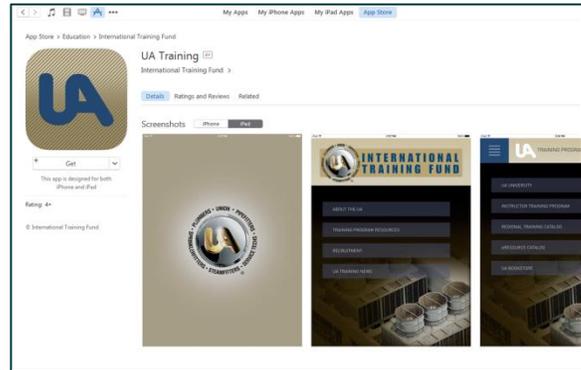
on file. If no changes are finalized by the renewal date, or it is agreed not to make any changes, contractors will continue to work under the terms of the current Agreement. Contact Barbara Dolim at [bdolim@mcaa.org](mailto:bdolim@mcaa.org) with any questions.

## Take Your UA Resources To-Go

The UA has a new mobile training app to provide resources to contractors and members on the go. Users will find:

- ◆ Information on UA University
- ◆ The Regional Training Catalog
- ◆ Recruitment features such as downloadable videos, job brochures, etc.
- ◆ The eResource Training Catalog

Download the app today by searching for “**UA Training**” in your phone’s app store. It is supported on all Apple, Android and Windows devices.



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