

SALES LEADERSHIP SYMPOSIUM

December 1-2, 2016
Hilton Garden Inn Ft. Lauderdale Airport Hotel
Ft. Lauderdale, FL

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 via customized webinars that will reinforce your training and strengthen your leadership as you support team members participating in Sales Institute programs

The wildly successful Sales Leadership Symposium was first offered prior to the MSCA 2014 educational conference. 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."



SALES INSTITUTE
MSCA University™

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. The Sales Leadership Symposium must be attended by the sales leader before members of his/her team can 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, December 1 and conclude on Friday, December 2 at 3:00 p.m. The cost for the program is \$850, which covers eight hours of course instruction, all course materials, a dinner reception on December 1, and breakfast and lunch on December 2. Class size is limited.

Instructors: The program was developed by a task force of MSCA contractors, and is taught by Arnold "Woody" Woodall, general manager of BPI Mechanical (Capitol Heights, MD); Wayne Turchetta, vice president of HMC Service Company (Louisville, KY); Chris Carter, vice president of service at Murphy Company (St. Louis, MO); and David Bavisotto, vice president - service department at Illingworth-Kilgust Mechanical, an EMCOR company (West Allis, WI). 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.

Location and Travel: The program will be held at the Hilton Garden Inn Ft. Lauderdale Airport Hotel, 180 SW 18th Avenue, Dania Beach, FL 33004. The hotel is located approximately 7 miles from the Ft. Lauderdale-Hollywood International Airport (FLL). A special room rate of \$169 is being offered for this course. The cut-off date for hotel reservations is November 4, 2016. If any special accommodations are required, please contact Sobeida Orantes at 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	\$850	
Non-Member	\$1,800	

Program begins at 4:00 p.m. on Thursday, December 1.
Please plan your arrival accordingly.

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.

Registration Payment

Check (payable to MSCA) AMEX MC VISA

Account Number: _____ Expiration: _____

Cardholder Name: _____ Billing ZIP Code: _____

Signature: _____

Hotel Registration

Room Type	Room Rate	King Bed	2 Beds	
Standard Single/Double	\$169.00			

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 November 4, 2016. 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 cancelled within 72 hours of the day of arrival will result in forfeiture of deposit. All rates are subject to a 11% tax per room per night.

AMEX MC VISA

Account Number: _____ Expiration: _____

Cardholder Name: _____ Billing ZIP Code: _____

I authorize the following to be charged to the credit card provided: Deposit Room & Tax All Charges

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 or call 800-556-3653

FOR OFFICE USE
 Payment: _____
 Database: _____
 Hotel: _____