

# SALES LEADERSHIP SYMPOSIUM

**January 29-30, 2018**  
**Hilton Irvine/Orange County Airport**  
**Irvine, CA**

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



**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, the Sales Leadership Symposium should 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 Monday, January 29 and conclude on Tuesday, January 30 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 January 29, and breakfast and lunch on January 30. 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); 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 Irvine/Orange County Airport Hotel, 18800 MacArthur Boulevard, Irvine, CA 92612. The hotel is conveniently located at the Orange County (John Wayne) Airport. The Hotel offers complimentary shuttles to and from the airport. A special room rate of \$179 is being offered for this course. The cut-off date for hotel reservations is December 30, 2017. If any special accommodations are required, please contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).

