

SALES BASECAMP

February 5-6, 2018
Phoenix Airport Marriott
Phoenix, AZ

Sales Basecamp is where it begins for entry-level service sales personnel in the HVACR and plumbing industry. This two-day program will prepare this recent hire or employee new to a sales position with all the relevant skills necessary to confidently sell HVACR and plumbing services while creating added value for the customer. The skills and knowledge attained in this class will become the strong foundation on which you build a long and successful career in service sales.

TOPICS TO INCLUDE:

- MODULE #1:** Selling Services in a Competitive Environment
- ▲ The changing nature of service
 - ▲ Differentiating between maintenance, project, energy service, and plumbing sales
 - ▲ Skills to guarantee future success
 - ▲ Building strong relationships
- MODULE #2:** Prospecting for Results
- ▲ The MSCA Sales Cycle
 - ▲ The prospecting process
 - ▲ Effective networking
 - ▲ Best practices for reaching key decision-makers
 - ▲ Meeting your professional and personal goals
- MODULE #3:** The First Meeting
- ▲ Pre-call planning
 - ▲ Asking the right questions
 - ▲ Listening skills
 - ▲ Information-gathering
- MODULE #4:** Proposal Preparation
- ▲ Financial analysis
 - ▲ Avoiding sales traps
 - ▲ Features and benefits
- MODULE #5:** Presenting the Proposal
- ▲ Handling objections
 - ▲ Gaining commitment and closing
 - ▲ Personal development plan



SALES INSTITUTE
MSCA University™

Who Should Attend: This is for anyone new to the sales function or the HVACR and plumbing industry who is preparing for a career in sales. It is recommended that MSCA's HVAC 101 webinar program (www.mcaa.org/msca/resources/hvac-101/) and all company onboarding are completed prior to attending.

Schedule and Cost: This highly interactive program will include presentations, group exercises and discussion groups. The program will begin at 7:30 a.m. on Monday, February 5 and conclude on Tuesday, February 6 at 4:00 p.m. The cost for the program is \$1,400, and includes 15 hours of course instruction; all course materials; breakfast, lunch and snacks each day; a reception; and one dinner. Class size is limited.

Instructor: The program was developed by a task force of MSCA contractors in partnership with Nancy Bandy, lead instructor for this program. Nancy is Managing Director of TRAINITIONS Consulting Group. She is an accomplished professional with over 30 years of corporate training and organizational design experience. Nancy is a very popular and highly acclaimed instructor for MSCA, having taught at numerous conferences and local service seminar programs.

Location and Travel: The program will be held at Phoenix Airport Marriott, 1101 North 44th Street, Phoenix, AZ 95008. The hotel is located 3.5 miles from the Phoenix Sky Harbor International Airport (PHX). Complimentary airport shuttle service provided. A special room rate of \$189 (taxes are 12.57%) is being offered for this program. The cut-off date for hotel reservations is January 5, 2018. If any special accommodations are required, please contact Sobeida Orantes at saorantes@mcaa.org.

