



# SALES DEVELOPMENT SERIES (SDS)

FOR SERVICE  
**Nancy Bandy**



**Mechanical Contractors Association of America, Inc.**

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## Sales Development Series (SDS) Seminars

This seminar series is designed for your service sales team to excel by successfully prospecting, building presentation skills and fostering strong relationships with the customer.

**SDS 100: 8 hours**

### Going for the Gold: Prospecting Strategies for Getting into the Winner's Circle

The methods many salespeople use to find new business are often haphazard and ineffective, causing valuable sales efforts to be wasted in pursuit of opportunities with only limited benefit and chance of success. In today's sophisticated and competitive marketplace, salespeople need to use creative and intelligent prospecting approaches to efficiently find and focus on the right customers. This hands-on program looks at the approaches Olympic athletes use to win gold medals and applies the same techniques to the prospecting process. At the end of this program, participants will be able to:

- Develop customized email messages that compel viewing by the recipient, avoiding the delete before opening response.
- Incorporate new strategies for building relationships with prospects prior to the first meeting.
- Identify ways of distinguishing themselves from competitors by being original in their approach to prospecting.
- Create innovative closing and signature lines that gain attention

**SDS 101: 16 hours**

### High Impact Team Presentations: Gaining Confidence in the Board Room

Successful salespeople are skilled at making one-on-one presentations to individual decision-makers. However, with larger strategic accounts that include multiple decision-makers, an effective team approach can be a more powerful method for presenting to these groups. Effective team efforts require good presentation skills on the part of individual team members, but there is much more to a successful team approach, especially when the stakes are high. This program covers the important elements needed to create professional team presentations and then take participants through the process of developing and delivering a successful team presentation. At the end of the program, participants will be able to:

- Use the pre-presentation planning process to ensure that customer requirements are addressed and objectives are achieved.
- Define team make-up and participation in the presentation for optimum effect.
- Maintain control of the presentation while still allowing open dialogue and exchange of ideas with the audience.
- Use rehearsals to ensure an effective, polished delivery by everyone who is part of the presentation team.

**SDS 102: 8 hours**

### Customer Connections: Building Positive Sales Relationships

Almost everyone has experienced situations where they just didn't seem to be able to connect with or get through to another person, regardless of how hard they tried. When this happens on a sales call it can mean sales opportunities go unrealized and potentially good customers are lost to competitors. Effective

salespeople must be able to recognize and quickly adapt to the different communication styles of their customers to avoid creating these unnecessary obstacles to sales. This program uses the proven DiSC® Sales Profile to give participants the skills they need to quickly recognize and adapt their approaches for the different operating styles of their customers. At the end of this program, participants will be able to:

- Quickly identify the different communication and operating styles of their customers.
- Adapt their presentation and sales approach to accommodate style differences.
- Communicate more effectively to accurately determine customer requirements and concerns.



#### About the Instructor:

**Nancy Bandy** is Managing Director of TRANSITIONS Consulting Group LLC. She draws on many years of experience in training and management consulting to develop and deliver highly effective custom training programs using proven experiential learning methods.

Nancy is well known among MSCA members and has been responsible for developing and delivering many of the MSCA courses, webinars, and other resources highly popular with MSCA members. Prior to starting her own company, Nancy's previous experience included executive positions with Coldwell Banker, Koll Real Estate Services, CB Richard Ellis and Strategic HR Services. Nancy received her Bachelor's Degree in Business Education and Administrative Services from Northern Illinois University and her MA in Management from Webster University.

#### Contact Information:

Contact Nancy at **949-458-9464** or [nbandy@transitions.com](mailto:nbandy@transitions.com).

#### About the National Education Initiative (NEI):

MCAA will bring lifelong learning directly to you! The National Education Initiative Seminars are our best MCAA/MSCA programs brought to your local association or even your company. Our goal is to provide ongoing and advanced education and training in support of individual and association growth across the mechanical contracting industry. We offer standard and custom-designed classes exclusively for your association or company's unique needs and challenges. If you need training quickly or have a large group, we are here to help!

#### For more information or to schedule a course:

Contact **Barb Dolim** at **301-990-2210** or [bdolim@mcaa.org](mailto:bdolim@mcaa.org).