

2020/2021

**SALES
MASTERS
PROGRAM**

Sales Masters Week 1
November 16 – 20, 2020

Sales Masters Week 2
May 17 – 21, 2021



SALES INSTITUTE
MSCA University™

ABOUT



The MSCA Sales Masters program is a highly customized program for intermediate to advanced HVACR and plumbing sales professionals looking to take their careers to the next level. The intensive nine-day program will provide industry-specific training not found in any other sales program. Individualized feedback and step-by-step involvement of the attendee's sales manager/leader will ensure that attendees reach or exceed all personal expectations and goals.


Who should attend: This is for sales professionals with several years of experience in the HVACR and plumbing industry who have demonstrated success in selling PM contracts or small projects, and have practical knowledge of estimating. Prior to attending Sales Masters, it is recommended that the applicant's sales manager/leader attend the MSCA Sales Leadership Symposium.



SALES MASTERS WEEK 1

This program will bridge the gap between basic sales training concepts and principles taught at Sales Basecamp and the advanced strategic/executive-level training taught at Sales Masters Week 2. Sales Masters Week 1 will emphasize the specifics of HVACR and plumbing maintenance and project sales through presentations, team activities, role plays and individualized mentoring.

The first three days of the training will be woven around "real world" sales opportunities. A case study framing the instructional content will be presented on the opening day. Key presenters and coaches will be introduced with specific roles in the ongoing case study. This experience will provide participants with opportunities for cold-calling, prospecting, qualifying, surveying, proposal development, and delivering a presentation as a sales team. Each team will ultimately present their proposals to a board of experienced sales managers for critique.



SALES MASTERS WEEK 1

Program Outline

DAY 1:

- Understanding your company's core competencies
- Exploring the MSCA Sales Cycle
- Creating a value proposition that truly differentiates your company
- Your personal communication style: increasing sales effectiveness using the power of DiSC
- Prospecting to include specific targeting skills, understanding the business goal you are trying to impact, dealing with customer pains
- Evening team-building activity

DAY 2:

- Cold-call preparation, planning and presenting
- Qualifying and unqualifying customers
- Financial selling
- Team role plays

DAY 3:

- Proposal writing and development: Using a mock company, attendees will prepare and present a proposal to include sample surveys, estimating forms, presentation and listening skills, and determining added value alternatives
- Exploring internal and external client relationships

DAY 4:

- Model case study discussion to reinforce lessons learned in Days 1 – 3
- Selling enhanced/additional services to make existing customers bigger customers; identifying key decision-makers and influencers "up" in the organization; and presenting to senior executives

Throughout the entire program, attendees will learn how to identify new opportunities, provide added value to their customer offerings and better comprehend their customers' business goals to further enhance relationships. A post-program evaluation will be developed for each attendee to be shared with his or her sales manager/leader.

SALES MASTERS WEEK I

Logistics

Schedule: The program will begin at 6:00 p.m. on Monday and include a dinner. The program will conclude on Friday at noon. Breakfast, lunch and snacks are included each day. A dinner is planned for Thursday. Evening activities are also planned.

Instructors: The program was developed by a task force of MSCA contractors and a team of professors from the University of Houston Sales Excellence Institute. The program will be taught by:

- Dave Bavisotto, Vice President-Service, Illingworth-Kilgust Mechanical, West Allis, WI
- Wayne Turchetta, Vice President, HMC Service Company, Louisville, KY
- Chris Carter, Vice President-Service, Murphy Company, St. Louis, MO

Location and Travel: The program will be held at the Hyatt Lodge, 2815 Jorie Blvd., Oak Brook, IL. This is a beautiful campus located approximately 15 miles from Chicago Midway Airport and 11 miles from Chicago O'Hare Airport. The Lodge features a state-of-the-art fitness facility, complimentary self-parking, and numerous dining options. Guest room accommodations for four nights (November 16 – 20) are included with your tuition. Business casual dress is recommended. If special room accommodations are needed, please contact Barbara Dolim at bdolim@mcaa.org.

SALES MASTERS WEEK 2

This week-long capstone will provide attendees with the skills and expertise required to perform at the pinnacle of their selling potential, and develop long-lasting, profitable and far-ranging customer relationships. The program will be very specific to the HVACR and plumbing industry with a focus on industry case studies. Additionally, attendees will learn through pre-work assignments, experiential role play opportunities, and a personalized post-training plan to include monitoring and follow-up with the support of the attendee's sales manager.

SALES MASTERS WEEK 2 Courses

Advanced Communication Skills

This module explores advanced concepts in verbal and non-verbal listening, understanding how people communicate differently, asking the right questions the right way, and presenting your solutions. Using role play scenarios of real world cases from the mechanical services industry, the importance of "first, understand, then be understood" is highlighted.

Advanced Time Management

It has been proven that managing time more effectively increases sales performance. This course looks at how sales people manage their time in relation to personal and organizational time wasters. Participants learn which of the five areas of personal time management they need to work on, and how to manage organizational time wasters. Specific time management tools that participants can easily incorporate are discussed.

Complex Decision Centers

Big is usually also complex. When your customers are large commercial and industrial facilities, there are many people involved in the decision to buy your services – or those of your competitors. This module explores the roles in the buying center, the importance of each role, the interaction between the roles and how to effectively communicate with each role. This module will also show participants how to understand, manage and successfully navigate through the complexities of the decision center.

SALES MASTERS WEEK 2

Courses (cont.)

Competitive Intelligence

Salespeople are the eyes and ears of their companies. This module will address the following key questions: What kind of information should salespeople collect in the field? How can an organization transform field information into intelligence? How do you manage and distill market-based intelligence across functions, and make better marketing and sales decisions? How do you translate your efforts into competitive intelligence activities?

Advanced Sales Negotiation

Because buyers and procurement agents purposely question products' value and view them as commodities, advanced negotiation techniques are needed to complement traditional selling skills. This module will address and answer the following key questions: How do you prepare a sales negotiation? How do you establish a goal and a reservation point? How do you analyze a customer's desired result and bargaining range, and sell a product's value proposition? How do you close a sales negotiation and leave both parties with satisfying outcomes?

Customer Buying Process & Advanced Need Identification

Every time someone buys something, they go through a repeatable predictable buying process. Knowing and capitalizing on this fact increases sales performance in two significant ways. First, it identifies the way a sales person should interact with a buyer at each stage of the process and, second, it helps sales people identify people who are not going to buy from them. This module focuses on the set of skills that increase a salesperson's ability to uncover critical customer needs and problems.

Beyond Transactional & Consultative Relationships

Sales people used to be responsible for communicating the value of their product or service. Now, sales people must deliver personal value to their customer, and their company must be a valuable partner to their strategic accounts. This module looks beyond consultative or solution selling to teach participants how to develop Enterprise Relationships – strategic relationships that focus on a deeper understanding of the customer's business resulting in more profitable, long-term relationships and increased "wallet share" of a contractor's most important customers.

Managing with Influence, not Authority

The decision center is a well-known concept in sales education. The selling center is a lesser known, less studied construct. But, it is critical to understand the roles and people in your company as well as your suppliers who are involved in every sales opportunity. More than just knowing who is involved, an effective salesperson has a network and allies that help him or her manage customer relationships and win business. This module focuses on how the salesperson manages the people in the selling center when they must do so by using influence, not authority.

Change Contracts & Post-Training Process

During the training program, attendees are asked to note new behavior changes or processes they believe would enhance their performance. At the conclusion of the program, the list is refined down to the best two or three along with the steps required to achieve these goals. Attendees must then sign a **Personal Change Contract (PCC)** and commit to a post-training process along with their manager and the SEI faculty. The PCC process ensures the required time to consistently practice the new behavior and create a new habit, thus delivering the ROI expected from this training. With three subsequent follow-up conferences with the participant, manager and SEI faculty, the PCC process is monitored. During the first of these conferences (scheduled within two weeks of training), the SEI faculty member will discuss tools and methods the participant's manager will use to support the changes. Additional personal conferences are scheduled at 45-day and 90-day intervals.

SALES MASTERS WEEK 2

Logistics

Schedule: The program will begin at 6:00 p.m. on Sunday with a dinner and conclude by noon on Friday. Breakfast, lunch and snacks are provided each day as well as a graduation dinner. Each attendee will receive a Graduate Certificate in Sales Excellence from SEI and the University of Houston.

Instructors: This program will be taught by leading professors from SEI, including:

Professor Randy Webb: 40 years of sales, sales management and executive sales experience in the consumer packaged goods industry. Current - Executive Professor and Director of the Program for Excellence in Selling. Professor at SEI since 1999. Previous - SVP of Sales at Dial Corporation and M&M Mars; President of Uncle Ben's Rice.

Professor Carl Herman: 40 years of sales, sales management and executive sales experience in the technology industry. Current - Director of Operations at SEI. Professor at SEI since 1999. Previous - Sales Manager/Director at Unisys, Oracle Corporation, Siebel Systems, and Bearing Point; VP of Sales at Halliburton Corporation.

Location and Travel: All training will be held in the Sales Excellence Institute at the Bauer College of Business on the campus of the University of Houston. Attendees will be housed at the Hilton University of Houston, a five-minute walk from the Bauer College of Business. Guest room accommodations for five nights are included in your tuition fee. Attendees will have access to the state-of-the-art Campus Recreation and Wellness Center adjacent to the hotel. The campus is located approximately eight miles from Houston Hobby Airport. If you require any special room accommodations, please contact Sobeida Orantes at saorantes@mcaa.org.



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