

SALES BASECAMP

Virtual Program

March 2, 4, 9, 11, 16 and 18

Sales Basecamp is where it begins for entry-level service sales personnel in the HVACR and plumbing industry. This six-session virtual program will prepare the 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 to 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



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 WebBooks (<https://www.mcaa.org/msca/about-our-webbook-library/>) 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 be held on March 2, 4, 9, 11, 16 and 18 and will run from 11:00 a.m. - 12:30 p.m. each day. You will be sent a ZOOM link which will enable you to log into the program. The cost for the program is \$1,200, and includes 9 hours of course instruction; a comprehensive course workbook and an array of follow-up resources. Class size is limited.

Instructor: The program will be taught by a team of very successful HVACR contractors who have years of experience in growing and developing exceptional sales teams. They include:

Jim Bartolotta, Executive Vice President, Atomic Mechanical Services

Dave Bavisotto, Director, Business Development, Illingworth-Kilgust

Chris Carter, Vice President Service, Murphy Company

Wayne Turchetta, Vice President, HMC Service Company



MSCA SALES BASECAMP APPLICATION

3 WEEK VIRTUAL PROGRAM

March 2, 4, 9, 11, 16 and 18, 2021



SALES INSTITUTE
MSCA University™

Attendee Information

Name _____ Title _____

Company Name _____

Street Address _____

City _____ State _____ ZIP Code _____

Registrant's email _____ Work Phone _____ Fax _____

Email address to send acknowledgment of registration form receipt: _____

Mailing Address for Materials (if different from above)

Street Address _____

City _____ State _____ ZIP Code _____

Registration Fees

MSCA Member	\$1,200	
Non-Member	\$3,000	

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MSCA Registration Policy

Registration fee due at time of registration (all registration based on first-come-first-served 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

Registration Payment

Check (payable to MSCA) Credit Card*

*Our process for collecting credit cards has changed to enhance the security of your personal information. **Please choose one of the options below:**

Send a secure web link (this link lets you input your information and send it to MSCA securely; the link will expire within 5 business days)
Email _____

Call me for the information

Name _____ Phone _____ Best Time to Call _____

Registration Made Easy:

FAX your completed registration forms to: 240-238-7261 OR Mail to MSCA, 1385 Piccard Drive, Rockville, MD 20850

Questions or changes?

E-mail Sobeida Orantes at saorantes@mcaa.org or call 800-556-3653

For Office Use

Payment: _____

Database: _____

Hotel: _____