

# SALES BASECAMP

**September 12-13, 2022**

**The BWI Airport Marriott  
Linthicum Heights, MD**

Sales Basecamp is where it begins for entry-level service sales personnel in the HVACR and plumbing industry. This two-day program will prepare recent hires or employees 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



**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/](http://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, September 12 and conclude on Tuesday, September 13 at 3:00 p.m. The cost for the program is \$1,400 (for members) or \$3,000 (for non-members) and includes 15 hours of course instruction; all course materials; breakfast, lunch and snacks each day; and one dinner with reception on September 12. Class size is limited.

**Instructor:** The program was developed by a task force of MSCA contractors in partnership with Nancy Bandy, Managing Director of TRANSITIONS Consulting Group. Your instructor will be Woody Woodall, instructor and contractor with over 30 years direct experience in the industry. Woody is a very popular and highly acclaimed instructor for MSCA and MCAA, having taught at numerous conferences and local service seminar programs.

**Location and Travel:** The program will be held at the BWI Airport Marriott, 1743 W Nursery Road, Linthicum Heights, MD 21090. The hotel is located 2.3 miles from the Baltimore Washington International Thurgood Marshall Airport (BWI). Complimentary airport shuttle service and complimentary onsite parking are available. A special nightly room rate of \$129 (taxes are 13%) is being offered for this program. The cut-off date for hotel reservations is August 12, 2022. If any special accommodations are required, please contact Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org).

Monday, September 12	Tuesday, September 13
7:00am- Breakfast	7:00am- Breakfast
7:30am- Class Begins	7:30am- Class Begins
12:00pm-1:00pm- Lunch	12:00pm-1:00pm- Lunch
5:00pm- End of Day 6:00pm- Dinner and Reception on Property (instructions will be provided during class)	3:00pm- End of Day Departure at Leisure



**Attendee Information**

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Registrant's Email: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address to send acknowledgement of registration form receipt: \_\_\_\_\_

**Registration Fees**

MSCA/MCAA Member	\$1,400	
Non-Member	\$3,000	

Program begins at 7:30 a.m. on **Monday, September 12**.  
Please plan your arrival accordingly.

**MSCA Registration & Housing Policy**  
Registration fee due at time of registration (all registration is on a first-come-first-serve 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 vacancy.

**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 \_\_\_\_\_

**Hotel Registration**

Room Type	Room Rate - King Bed
Standard Single/Double	\$129.00

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Total Number of People: \_\_\_\_\_ Sharing with: \_\_\_\_\_

Do you have any special hotel requirements? \_\_\_\_\_

**Please contact Sobeida Orantes, MSCA at 800-556-3653 if you require special accommodations to fully participate in this event.**

Rooms at the Group Rate Are Subject to Availability

**The hotel cut-off date is August 12, 2022.** After this date, rates may change. A deposit equal to the room and tax charge for one night's stay will be necessary to confirm your reservation. Reservations canceled within 72 hours of the day of arrival will result in forfeiture of deposit. All rates are subject to a 13% tax per room per night.

**Registration Made Easy:**  
 FAX your completed registration and hotel reservation forms to: (240) 238-7261  
 EMAIL to saorantes@mcaa.org  
 Mail to MSCA, 1385 Piccard Drive, Rockville, MD 20850  
 Questions or changes?  
 Email Sobeida Orantes at [saorantes@mcaa.org](mailto:saorantes@mcaa.org) or call 800-556-3653

**FOR OFFICE USE**  
 Payment: \_\_\_\_\_  
 Database: \_\_\_\_\_  
 Hotel: \_\_\_\_\_