



CUSTOMER SERVICE EXCELLENCE (CSE)

Mark Matteson



Mechanical Contractors Association of America, Inc.

1385 Piccard Drive Rockville MD 20850 T 301 869 5800 F 301 990 9690 MCAA.ORG



Customer Service Excellence Seminars (CSE)

CSE 101: 4-6 hours in person & 90 min evening follow up

Sales Success Strategies

Why do some people have a 75% close ratio and others struggle to close 25%? Just what are the causes of success? Mark Matteson has been teaching others “Anthropomaximology” (the study of the upper limits of human potential) since 1989. Sales people are not born, they are made.

The economic tide is in, make certain your boat is ready to launch. Using stories from his most successful clients, self-effacing humor, high levels of interaction, critical success factors of peak performing sales professionals, Mark will give you the tools you need to raise your own bar and maximize your sales potential.

Who Should Attend: If your job is to move people into action, influence others to take action, persuade people to change, grow, adapt, this seminar is for you. Everyone is in sales. The only question is, “How good are you at it?”

What Will You Takeaway:

This 4-6-hours will change your life and put you in the top 4% of performers.

- “It’s About TIME” (Get More of The Right Things Done in Less Time)
- Sales is both a Science and an Art (Learn to Master Both)
- Soft Skills Transfer (Understanding, Empathy, Attitude, Inspiring Others)
- Qualifying and Dis-Qualifying Prospects (People Who Will Buy!)
- It’s the Quality and Sequence of Your Questions
- Active Listening Skills that will separate you from the pack
- Simple yet Effective Closes that work
- Overcoming Objections
- Endless Referrals to Sustain Your Momentum
- Developing Break-Through Relationships

Evening Followup Session:

Mark will answer any specific questions on Sales, Goal Achievement and talk about his brand new e-book “Sparking Sales Success” (How to Enjoy a 75% Close Ratio) which everyone that attends will have free access to.



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About the Instructor:

Mark Matteson started his career as an HVAC technician in 1976. He is one of those rare professionals who can say he is publisher, speaker, consultant and author and mean it. He has attracted clients in HVAC contracting, distribution and manufacturing as well as such organizations like Microsoft, AT&T, John Deere, Conoco-Phillips, Aflac, New York Mutual Life and other Fortune 500 companies on three continents. His annual speaking commitment typically means 40 Keynotes, 20 Seminars and Workshops and 5-10 Consulting engagements around the world.

A committed writer and Publisher, Mark has written five books: including the international best seller, *Freedom from Fear* (OVER 200,000 COPIES SOLD!) that has been translated into Japanese, Arabic, Portuguese and French. Mark is also the author of ten popular e-books: *Presenting Like a Pro*, *Sales Success Strategies*, *Customer Service Excellence*. His monthly e-newsletter goes out to 8,000 people a month since 2003. He posts comments on LinkedIn.

He is interviewed frequently and has been quoted in the media and has written hundreds of articles for dozens of magazines. He is considered a thought leader, an idea reporter and agent of change who teaches his clients HOW TO GET MORE OF THE RIGHT THINGS DONE IN LESS TIME. He has done work internationally in Australia, Canada, Aruba, Mexico and Turkey. Furthermore, he has worked in 48 states in the U.S.

He resides in Edmonds, WA with his wife of 43 years, Debbie a successful Realtor. They have three grown sons and five grandchildren.

Mark takes great pride in the fact he has flunked high school English.

Contact Information:

Contact Mark at mark.enjoythejourney.matteson@gmail.com or online at www.sparkingsuccess.net

To receive your FREE Private Coaching Session, call Mark at (206) 697-0454.

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 Priya Haslinger at 301-869-5800 or phaslinger@mcaa.org.



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