

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 string foundation on which to build a long and successful career in service sales.

- 1 Selling Service in a Competitive Environment**
Topics include: the changing nature of service, differentiating between maintenance, project, energy service, plumbing sales, and skills to guarantee future success
- 2 Prospecting for Results**
Topics include: the MSCA Sales Cycle, prospecting process, effective networking, and best practices for reaching decision makers
- 3 The First Meeting**
Topics include: pre-call planning, asking the right questions, listening skills, and information gathering
- 4 Proposal Presentation**
Topics include: financial analysis, avoiding sales traps, features and benefits
- 5 Presenting the Proposal**
Topics include: handling objections, gaining commitment and closing, and personal development plans

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) and all company onboarding are completed prior to attending.



Your instructor will be Woody Woodall, instructor and contractor with over 30 years of 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. The program was developed by a task force of MSCA contractors in partnership with TRANSITIONS Consulting Group.

For more information, email Teresa Pezzi at tpezzi@mcaa.org.

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