

MSCA Sales Basecamp

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.

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

Module #2 Prospecting for Results

The MSCA Sales Cycle, Prospecting process, Effective networking, Best practices for reaching decision makers

Module #3 The First Meeting

Pre-call planning, Asking the right questions, listening skills, information gathering

Module #4 Proposal Presentation

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 webinar program (www.mcaa.org/msca/resources/hvac-101/) and all company onboarding are completed prior to attending.



Instructor: 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. The program was developed by a task force of MSCA contractors in partnership with TRANSITIONS Consulting Group.

Sponsored by:



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