



5 Selling Tricks Guaranteed to Repel Sales By Ann Elliott, The Berkana Company

In many cases, sales have a bad reputation. You know the snake oil peddler and the used car salesman. The emphasis is not solving a customer's problem but rather making a sale.

Repel sales with these 5 selling tricks:

1. Use deception to get an appointment or make a sale. Even though you succeed, what is the customer's residual feeling? If long-term relationships are of no value, this is a good selling technique. If you do not appreciate referrals, this is the way to sell.

I answered a knock on the door. The man on the porch introduced himself; his family had been selling firewood for generations. "Yes, the wood is seasoned." When I paid him, I thanked him for selling me his load of seasoned wood. With a tip of his hat and a slight grin, he climbed into his truck. Did you know seasoned wood has small green leaves?

2. Do most of the talking with a prospect or customer. Tell him why your product has the best features before you know anything about his interests.

Observe your next networking event. As someone thrusts a business card into your hand, listen to him tell you all about his product or service. As an afterthought, he asks what you do and half listens as he looks over your shoulder to find his next target.

3. Push a customer into a buying decision. When pushed into a corner to make a purchase, people feel manipulated. It has a high rate of backfiring.

The last time I shopped for a new car I was dealing with an inexperienced salesman who was learning all the sleazy tricks in the book. Bless his heart. He left his office to confer with his manager twice. The final straw was the third phone call. He said, "She is not the kind that can make a decision." As I calmly stood to leave, I said, "Actually I have made a decision. I have decided not to do business here."

4. Assume you know what your potential customer wants or needs. Customers want to feel part of the decision to buy your product or service. Unless you provide them the opportunity to explore the problems they want solved, they have little confidence in your ability to solve the problem.

In the recent project to redesign my website, I rejected the proposal from a web designer. She asked me to explain my decision. I told her that she did not listen to what I wanted and needed. I had no confidence in her ability to deliver.

5. Say negative things about your competition. It does nothing positive for your reputation. Customers want to know you are spending your energy building something extraordinary, not tearing down others.

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Have
A
Merry
Christmas
And
A
Happy
New Year!!



**Mechanical Member:
R. C. JACOBS, INC.**

R. C. Jacobs, Inc. was originated in 1964 by Roy and Judy Jacobs, D/B/A Jacobs Plumbing & Heating, and incorporated in and by the laws of the State of South Carolina in 1974.

The company has an in-house service and parts department with certified technicians that are available 24 hours a day. We also engage in residential, commercial, industrial, and governmental mechanical construction throughout North and South Carolina. Our trades are plumbing, heating, air conditioning, and fire protection services. We hold an unlimited state license in all of the above classifications, and are a member of the Mechanical Contractors Association of South Carolina and the South Carolina Association of Heating & Air Conditioning Contractors.

R. C. Jacobs, Inc. has a work force of approximately seventy-five field personnel, plus eleven office employees.

The Corporation's experienced accounting personnel is located at 1824 Seitter Street in Georgetown, SC.

**R. C. Jacobs, Inc.
PO rawer 2836
Georgetown, SC 29442-2836
Phone: (843) 546-795 Fax (843) 546-0179**



Christmas is not a time nor a season,
but a state of mind.
To cherish peace and goodwill,
to be plenteous in mercy,
is to have the real spirit of Christmas.
Calvin Coolidge

DECEMBER BIRTHDAYS

Mary Owens	12/5	Walkup Electrical Construction	Wife of Randall
Jim Rabon	12/9	Honorary Life Member	
Fae Sox	12/10	Honorary Life Member	Wife of Wyman
Harvey Kirkland	12/12	Honorary Life Member	
Tiffany Cullum	12/13	Cullum Constructors, Inc.	Wife of Chris
Michelle Smith	12/13	Eck Supply Company	Wife of Charlie
Nancy Reed	12/16	Cullum Mechanical Construction, Inc..	
Steve Barwick	12/18	Barwick Plumbing Company	
Furman Cullum	12/19	Cullum Mechanical Construction, Inc.	
Carol Forsberg	12/24	Honorary Life Member	Wife of Ned
Katrina Shealy	12/25	Honorary Life Member	Wife of Jimmy
Sandra Merritt	12/27	Honorary Life Member	Wife of Ray
Johnny Richards	12/27	Gatch Electrical Contractors, Inc.	
Chris Cullum	12/29	Cullum Constructors, Inc.	
David Paul	12/31	Sanitary Plumbing Contractors, Inc.	

Happy Birthday Members!

*We Would Like To Announce Yours. If you would like to be listed,
please call the Birthday Hotline at 803-772-7834 or Email to mflowers@mcasc.com*

“Tool Box Talks” - Safety Tip

WINTERIZING YOURSELF FOR SAFETY

As we approach the holiday season, I would like to throw a few reminders out there in terms of keeping safe during one of the most “distracting” times of the year no matter how enjoyable it may be. It is easy to focus on what happens on the roads but how many of you think about your own personal safety? Are you as “winterized” as your truck? Here is what I mean:

During the wintertime, icy running boards, steps, and trailer decks account for thousands of slip-and-fall accidents. While most are relatively minor, every year a few drivers are paralyzed for life from these incidents.

Frostbite is another problem. Many frostbite injuries come from not wearing proper headgear and gloves when you are outside your truck, especially refueling or doing your pre/post-trip inspection. The right clothing is the key to staying healthy, uninjured, and behind the wheel. A good place to start self-winterizing is with your shoes. Make sure that you wear good quality footwear with slip/oil-resistant soles. Save your cowboy boots for the summer. They can be particularly slippery in bad weather. You don’t want to get them all wet and salt stained anyway.

Whenever you are outside in freezing weather, be sure to wear gloves, a hat (most body heat escapes through the scalp), and in really cold temperatures, make sure your ears are covered. Just in case, always carry a small heat pack.

Like the Boy Scouts say, “Be Prepared.” It could save you a lot of money, not to mention pain.

Finally, I would be remiss if I didn’t say something about the increased hazards on the roads over the holidays. You’ve probably heard these hundreds of times - the increased traffic, particularly people driving hesitantly because of being unfamiliar with the area, everyone in a hurry, weather problems, extra stress, distractions everywhere, and more.

You can't let it get to you or you'll become one of the statistics. A recent NHTSA study puts increased crashes at Christmas time right up there between Thanksgiving and New Years. In fact, December 26th is the 6th highest day for speed-related crashes. So do your personal best to keep yourself safe.

Now to reinforce the message, here is a bit of poetry that I found:

**’Twas the week before Christmas and all through the roads,
Many creatures were hurrying to lighten their loads.
The customer orders were processed with care,
In hopes that deliveries soon would be there.
All drivers, well-rested from sleeping inside,
Were ready to make their long winter's rides.
As good as they are and exceptionally skilled,
They all wear their safety belts to prevent being killed.
While I in my PJs, bunny slippers and stuff,
Am hoping the weather will not be too tough.
Now hear me exclaim before losing my grip,
HAPPY Holidays to ALL and to ALL a SAFE TRIP!!**

Best Wishes for a Safe Holiday Season & Be Ready. Be Buckled. R. Hiner

PinPoint Safety, LLC - Mel Rosas
12216 Pinegate Court, Pineville, NC 28134-9139
Telephone (704) 277-5673 Fax (704) 900-8241

Condolences

To Mr. & Mrs. Manuel Hendrix and Family
Honorary Life Member
On the loss of her mother
Gladys Lanham Sweeney

Update Your Outlook

Jonathan Watts
Ferguson Enterprises, Inc.

(803) 699-4000 Work
(803) 743-8662 Mobile
Jonathan.Watts1@ferguson.com
9221 Farrow Road
Columbia, SC 29203-9776

Let us know if we need to update your Outlook
or if you know someone who does!

Welcome New Members

Midlands	Christina Sosa-Manzo Sosa Manzo Insulation Lugoff Early Wilkins, Jr. Distribution International Columbia
Pee Dee	Carlton Thompkins ComeBack Equipment Rentals Myrtle Beach
Coastal	Rusty Webb NextGen Technologies, Inc. Summerville Sarah Windham Dixon Hughes Goodman LLP Charleston

Anniversaries

Mr. & Mrs. Lewis Caswell - 12/20
Mr. & Mrs. Randy Harley - 12/22

AROUND THE STATE



Midlands Area
Casino Night
Home of
Albert & Karen Linden
Central Controls, Inc.
November 3, 2017



Coastal Area Meeting
Metro Electric Co., Inc.
November 14, 2017



Pee Dee Area
Thanksgiving & Christmas
Celebration
Home of
Tommy & Terry Walkup
Walkup Electrical Construction
November 17, 2017



Piedmont Area Meeting
Quest Brewing Co.
Johnson Controls, Inc.
November 21, 2017

Upcoming Events



**9th Annual Midlands Area Nine At Night
Scholarship Golf Tournament**
Thursday, March 22, 2018
Charwood Country Club, West Columbia

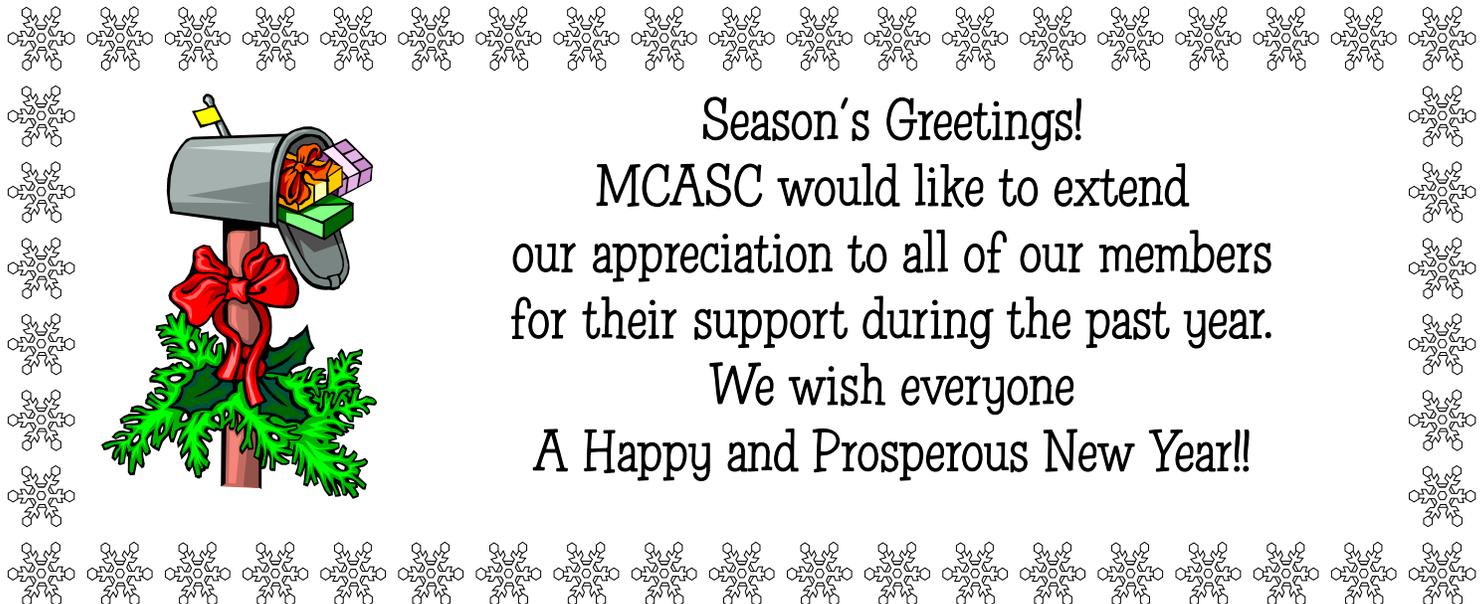


**The Charleston Slam 10th Annual Inshore
Fishing Tournament**
Captain's Meeting - May 18, 2018
Graybar Electric Co., Inc.
Tournament - May 19, 2018

12th Annual Piedmont Area Clays for College
Friday, April 20, 2018
The Clinton House Plantation, Clinton



174th Annual MCASC Summer Convention
August 2-5, 2018
Hammock Beach Resort, Palm Coast, FL

Season's Greetings!
 MCASC would like to extend
 our appreciation to all of our members
 for their support during the past year.
 We wish everyone
 A Happy and Prosperous New Year!!



HAMMOCK BEACH RESORT

PALM COAST FLORIDA

200 Ocean Crest Drive • Palm Coast, FL 32137
(386) 246-5500
www.hammockbeach.com

GROUP: MCASC SUMMER CONVENTION RESERVATION FORM

DATES: AUGUST 2-5, 2018 CUT-OFF DATE: JULY 12, 2018

GROUP RATES ARE AVAILABLE 3 DAYS PRE AND POST CONVENTION DATES

Name: _____

Address: _____

Home Tele. # _____

Work Tele. # _____

Fax # _____

Room Request:	1/Bedroom Ocean View Suite Main Resort	_____	\$199.00 plus resort nightly service fee and tax
	3/Bedroom Ocean View Suite Main Resort	_____	\$349.00 plus resort nightly service fee and tax
	4/Bedroom Ocean View Suite Main Resort	_____	\$439.00 plus resort nightly service fee and tax
	3/Bedroom Ocean View Suite Ocean Tower	_____	\$409.00 plus resort nightly service fee and tax
	2/Bedroom Resort View Villa Main Resort Complex	_____	\$249.00 plus resort nightly service fee and tax
	3/Bedroom Resort View Villa Main Resort Complex	_____	\$289.00 plus resort nightly service fee and tax

The Resort Service Fee Is 11.5% & Includes: complimentary local and 1-800 calls, pool access with floats, beach chairs, towels and umbrellas, fitness center with sauna and steam room, wireless internet access, shuttle service to Hammock Beach amenities, 9-hole putting course, 1-hr bike rentals, complimentary use of driving range after 2:00 pm, and self-parking.

Arrival Date: _____ Departure Date: _____ # Of Adults / Children: _____ / _____

CREDIT CARD INFORMATION

Type of Card _____ Name on Card _____

Card # _____ Exp. Date _____

Additional Info: _____

- 1 night deposit will be taken at time reservation is made. Balance will be due upon check out.
- Reservations are subject to a 7 day cancellation policy. Please cancel reservations 7 days prior to arrival to avoid forfeiture of deposit.

For Your Convenience, You May Book Your Reservations By Calling 1-877-834-8862 & Be Sure To Mention Code 0718MCA, Fax This Form To 1-386-246-5535, Or Book Online At:

[https://www.phgsecure.com/IBE/bookingRedirect.ashx?
propertyCode=dabhb&group=0718MCA&arrivalDate=07-24-2018](https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=dabhb&group=0718MCA&arrivalDate=07-24-2018)



MCASC 2017 COURSE REGISTRATION



NAME: _____ **COMPANY:** _____

ADDRESS: _____ **PHONE:** _____ **FAX:** _____

CITY: _____ **STATE** _____ **ZIP** _____ **EMAIL ADDRESS:** _____

NAME ON LICENSE: _____ **LICENSE NO.:** _____ **STATE:** _____

Payment Method

- Please Invoice
- Check Enclosed for \$ _____

NOTE:

WE OFFER A DISCOUNT
IF YOUR COMPANY REGISTERS THREE (3)
OR MORE FOR THE SAME COURSE.
SEND 3...THE 4TH IS FREE

NOTE:

All Courses Will Be Held At
The MCASC State Office Training Facility
1504 Morninghill Drive, Columbia, SC

NOTICE:

ANYONE FAILING TO WITHDRAW FROM A COURSE
TWO WEEKS PRIOR TO ITS START WILL BE BILLED
FOR THE ENTIRE COST OF THE COURSE.
NO EXCEPTIONS.

AL & GA APPROVED

- Collections In The Construction Industry

Instructor: Chuck McDonald, Esquire

Wednesday, December 13, 2017 – Columbia

Time: 9:00 AM - 4:00 PM

Member: \$175.00

Non-Member: \$225.00

(Continued from page 1)

Invest time and creativity serving your customers with excellence. As my mother advised me, "You take care of yourself and you will have plenty to do. Don't worry about what someone else is doing."

Forget selling tricks. Adopt selling skills to make it easy for your prospects and customers to do business with you. Make your objective to determine what your customers want and need. If you have a product or service that can fill this want or need, your work is to demonstrate clearly this relationship between their problem and your solution.

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Ann Elliott is a leadership strategist and founder of The Berkana Company LLC. She is the author of "What Successful Women Know about Leadership." As an experienced facilitator, trainer, and business consultant, she helps entrepreneurs and business owners build a thriving business from the inside out. Ann speaks professionally at conferences, workshops and seminars. To schedule her for your event, visit: Contact Ann at www.berkanacompany.com.

Associate Member: CITY ELECTRIC SUPPLY

City Electric Supply is a full-line electrical distributor providing quality products to the contractor, industrial, MRO and Government markets and was founded by the late Tom Mackie. Tom was in the Royal Air Force and flew bombing missions in WWII as a young man. When the war came to a close Tom went to work for G.E. but soon realized that he wanted more for him and his family. He bought a local electrical distributor with what little money he had managed to save and in 1951 City Electrical Factors was born. For the next 20 years Tom would continue to build and expand a successful business in England.

Tom's true passion was in manufacturing and in 1971 he opened the first of many factories and began manufacturing steel wireway and enclosures. Tom would continue opening manufacturing facilities and branch locations throughout the United Kingdom and Europe. CEF, as it is known in the UK, was becoming a force to be reckoned with in both the manufacturing and distribution arena. CEF continues its manufacturing of many products including wire, lighting, boxes fittings, and switchgear.

In 1984 Tom made the decision to expand into North America. Tom and his team opened the first branch in North America in Tampa, Florida and City Electric Supply as we know it today was born. Given the expansion and success of the manufacturing operations now throughout the U.K., Europe, Turkey and Tunisia the decision was made to begin manufacturing in the United States. TamLite lighting was established in 1994 and has seen tremendous growth since that time. TamLite is located in Port St. Lucie, Florida and manufactures much of their offering which includes fluorescent, HID, emergency and residential lighting. We're proud to say that many of our products meet AARA requirements. Have a look for yourself at www.tamliteusa.com

Since 1984 City Electric Supply has provided a service level second to none. Our company, with over 6 decades of experience remains a family owned company, built on strong family principles. From our humble beginnings we have grown from a single location to a worldwide company with close to 900 branch locations, operating in 7 countries. With our founder's grandson, Thomas Mackie, now at the helm our U.S. network spans 30 states, with 380 local teams, dedicated to providing unparalleled dependability, quality and service. Thomas will lead us into our next phase where we will expand our manufacturing capabilities and increase our U.S. branch locations by 15-20 per year for the foreseeable future. Find your nearest CES at www.cityelectricsupply.com, Facebook or follow us on Twitter.

City Electric Supply
2589 Oscar Johnson Drive
N. Charleston, SC 29405-6804
Phone: (843) 266-2061745-6811 Fax: (843) 266-2064

Congratulations to our next Associate & Mechanical Members who will be highlighted in the upcoming issue of "The Tool Box":
Adams Insurance Company, Inc., Sullivan's Island - Associate Member
Walker White, Inc., Columbia - Mechanical Member

DECEMBER 2017 - JANUARY 2018 MONTHLY AREA MEETINGS

MIDLANDS AREA

Thursday, January 4, 2018 @ 6:00 PM
 Location: 7402 Fairfield Road, Columbia
 Hosted By: Walker White, Inc.

Topic: "TBA"
 Presented By: **Derek S. Gruner, RA, LEED AP**
 University Architect
 Director of Planning & Programming
 University of South Carolina

PEE DEE AREA

Thursday, January 11, 2018 @ 6:30 PM
 Location: Jack's Barn, 2293 Syracuse Community Road, Darlington
 Sponsored By: City Plumbing Company of Florence

Topic: "TBA"
 Presented By: TBA

PIEDMONT AREA

Thursday, December 7, 2017 @ 7:00 PM
 Location: Location: Bon Secours Wellness Arena, Greenville
 Sponsored By: The Piedmont Area

Note: Time Change

A Christmas Member Gathering
To Cheer on
The Greenville Swamp Rabbits Hockey Team
Bring an unwrapped toy for Toys for Tots

COASTAL AREA

Friday, December 1 @ 6:30 PM Begin Boarding, 7:00 PM Set Sail
 Location: The Carolina Girl, Ripley Light Yacht Club
 95 Ripley Point Drive, Charleston
 Sponsored by: The Coastal Area
 Bar Sponsored by: Cummins Atlantic

COASTAL AREA
CHRISTMAS PARTY
Bring an Unwrapped Toy for
Toys for Tots



P.O. Box 384, 29202
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Columbia, SC 29210
Phone: (803) 772-7834
Fax: (803) 731-0390
E-mail: mflowers@mcasc.com
www.mcasc.com

*Serving mechanical contractors in
South Carolina since 1912.*

MCASC Executive Board & Staff

Duwayne Jacobs, President
Bob Miller, Vice-President
Edward Gibbs, Treasurer
Stan Harbourt, Secretary
Leslie Whitehurst, Associate President
Mona Flowers, Managing Director

Mechanicals make it happen -
Be part of the best!

MCASC Vision Statement

The Mechanical Contractors Association of South Carolina (MCASC) will be the leading construction association in South Carolina for specialty contractors and suppliers in the electrical, mechanical (HVAC), and plumbing fields by serving its membership, the industry, and the Community in a vibrant and harmonious fashion.

MCASC Mission Statement

The Mechanical Contractors Association of South Carolina (MCASC) will provide its membership with:

- current business/technical information and support
 - a proactive political/legislative agenda
- a joint industry collaboration to improve relative business practices
- an ongoing effort to offer training opportunities for both professional and craft personnel
 - educational scholarships for deserving students
- the development of industry related career opportunities

The Association's objective for this mission is to enhance the future of the Construction Industry in South Carolina.