



Building Service Contractors Association International

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BSCAI Announces 2008 Webinar Series

CHICAGO – Building Service Contractors Association International (BSCAI) announced today topics and speakers scheduled for the first quarter 2008 Webinar series. Ten times a year a Webinar is hosted and covers top-of-the-mind education issues for today's building service or security contract professional.

Upcoming Topics Include:

The Final Step – Closing the Sale

Wednesday, February 13, 2008 – 1:30 p.m. - 2:30 p.m. (EST)

Taylor M. Bruce, Jr., President, I H Services, Inc.

The sales process is long and drawn out with many ups and downs, questions and answers and a lot of follow-up. The process begins with telemarketing and ideally, ends with a signed contract. Although every step is important, none is more important than closing the sale. Everything can be technically right, you can have the best price, but you can still lose the sale to a superior salesman.

BSCAI Certification Webinar: Prepare for the RBSM and CBSE

Thursday, March 13, 2008 – 2:00 p.m. - 3:00 p.m. (EST)

Mickey Crowe, CBSE, RBSM, Sr. Project Engineer, NISH

Green Cleaning 101

Thursday, May 15, 2008 – 2:00 p.m. – 3:00 p.m. (EST)

Stephen Ashkin, President and Founder, The Ashkin Group, LLC

Green Cleaning is an issue that is accelerating in the marketplace. This seminar will help you decide if this is the right time for your company to implement a Green Cleaning program. And if so, the seminar will help you define Green Cleaning, how to select Green products, consider possible changes in cleaning process, learn about leading market programs such as the US Green Building Council's LEED Rating System, develop marketing and sales strategies and more.

Participants interested in registering need to sign up 72 hours prior to each Webinar by visiting www.bscai.org. The member fee is \$69, non-members \$99, per Webinar. For each Webinar someone participates in, three continuing education credits will go towards their CBSE.

In addition to Webinars, BSCAI will host several in-person educational events in 2008 such as: the BSCAI Annual Convention & Trade Show, BSCAI CEO Seminar and BSCAI Executive Seminar. BSCAI also features regular educational articles in their bi-monthly magazine called Services Magazine.

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About BSCAI

Founded in 1965, BSCAI has become the trade association of the building service industry, representing a worldwide network of more than 2,000 member companies from across the U.S. and 30 other countries who provide cleaning, facility maintenance, and other related services to



The #1 choice for successful building service contractors

Building Service Contractors Association International

building owners and managers. The association provides educational programs, publications, video training programs, seminars and networking opportunities, all developed specifically for the building service and security contracting industries.