



Pennsylvania Self Storage Association
SSA MCC Sales & Human Relations Module
September 18, 2008

REGISTER BY THE DEADLINE: September 5, 2008

The SSA Managers Certification Course (MCC)
SALES & HUMAN RELATIONS Module
Thursday • September 18th • 7:30am - 12:30pm • Allentown, PA

TAKE ADVANTAGE OF OUTSTANDING NATIONAL MANAGER EDUCATION ONLY A DRIVE AWAY:
The Pennsylvania Self Storage Association is pleased to offer this SSA MCC class in Sales & Human Relations, one of the most popular components of the SSA's four-module Managers Certification Course (MCC).

***EACH COURSE MODULE IS A STEP TOWARD THE PRESTIGIOUS
SSA CERTIFIED SELF STORAGE MANAGER (CSSM) DESIGNATION***

This class is one of four modules – Operations, Legal Issues, Sales/Human Relations, and Financial Management – offered on an ongoing basis at various locations around the country. The modules may be taken in any order and at any course location. Those who complete all four modules of the course are eligible to take the exam required for candidacy into SSA's prestigious Certified Self Storage Manager (CSSM©) program.

Who Should Attend?

- **New and experienced managers**
- **New supervisors and trainers**
- **New owner/managers seeking formal training in self storage management**

DON'T BE LEFT OUT.....MANAGERS NATIONWIDE ARE COMPLETING THIS COURSE!

WHAT YOU WILL LEARN:

MCC Sales & Human Relations Module:

7:30am-12:30pm

- Effective sales skills
- The manager's critical role in marketing the facility
- The selling factors of curb appeal and a professional work environment
- How to make customer service a major key to success
- Telephone sales and marketing methods that get results
- Supervising temporary staff
- Legal limits in advertising self storage
- Networking and community involvement to improve your sales success

.....and much more!

LEARN FROM INDUSTRY EXPERTS:

Robert Francis, CPM MCC senior faculty member Bob Francis has been active in the operation and management of investment real estate for the past 30 years. For nearly two decades, Francis has specialized in the management and operation of self storage facilities throughout the US and Ontario, Canada. An operating partner of The Heron Group, Inc., Francis is designated a Certified Property Manager by the Institute of Real Estate Management, a Licensed Real Estate Broker in Florida, a former trustee of the Florida Self Storage Association, and is currently chairman of the SSA Board of Directors.

Date and Time: Thursday, September 18, 2008: 7:30am to 12:30pm
Location: 4 Points Sheraton Hotel & Suites Allentown Jetport, 3400 Airport Road, Allentown, PA
Room Reservations: (610) 266-1000 (Reference PASSA for the Conference rate.)
Hotel Deadline for special \$120 PASSA rate is Monday, August 18th.



Pennsylvania Self Storage Association
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September 18, 2008
Registration Form
Deadline September 5, 2008

Mail form with payment to: PASSA, 908 North 2nd Street, Harrisburg, PA 17102
Questions? Call Kimberly at 717-441-6044

Registrant's name: Mr. / Ms. _____

Nickname for Badge: _____

Company Name: _____

Co. Street Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Personal Email Address
(Required for MCC Correspondence): _____

The deadline to register is September 5, 2008. Register early. Space is limited!

Please Select Item Below with Appropriate Fee Category:

Sales & Human Relations Module \$195.00 PASSA Member \$295.00 Non Member

Please check here if you are disabled and require special assistance. Attach a written description of your needs.

Payment: Cash Check Total Amount Enclosed: \$ _____ Check Number: _____

Make checks payable to PASSA.

Cancellation & Substitution Policies:

Please notify PASSA of cancellations as far in advance as possible. Refunded Cancellations & Substitutions will be accepted until the registration deadline, September 5. After September 5, no refunds will be issued and no substitutions accepted.

Hotel Accommodations:

A block of hotel rooms has been reserved for the evening of September 17th at the 4 Points by Sheraton Hotel & Suites Allentown Jetport, 3400 Airport Road, Allentown, PA 18109. Cost is \$120 per night. Call (610) 266-1000 by August 18th to secure the PASSA rate. (Refer to the PA Self Storage Association to access this rate.)

Watch for More SSA MCC Classes in 2008!
Links to Register for MCC Classes Nationwide and MCC Exam Locations at
www.selfstorage.ORG