

# NATIONAL CONCRETE MASONRY ASSOCIATION

## SEGMENTAL RETAINING WALL—SALES PROFESSIONAL CERTIFICATION PROGRAM

**ABOUT THE PROGRAM—** This program recognizes hardscape sales professionals that take NCMA's Segmental Retaining Wall Installer class and have learned the essential concepts related to the design, construction, and performance of SRWs. After completing the one-day course and passing the written test, the attendees can pursue certification submitting relevant sales experience.

At the SRW Installer class you will learn:

- History and advantages of Segmental Retaining Walls
- The role of segmental retaining wall units and soil reinforcement
- Basic soil identification and selection, and the importance and principles of soil compaction.
- Common performance issues and how to avoid them
- Minimum industry standards for SRW installation



**WHY SHOULD YOU ATTEND?—**The technical content of the SRW Installer Course provides sales personnel with the baseline knowledge essential in meeting the needs of the customer and ensuring the long-term success of the SRW industry. The NCMA SRW-Sales Professional certification program provides industry credentialing of your SRW training.

**WHO SHOULD APPLY?—**Hardscape or SRW Sales Representatives

**WHY A CERTIFICATION PROGRAM?—**You will demonstrate your knowledge of SRW construction practices and will receive 3rd party industry recognition by the NCMA, therefore increasing your value to your customers. This is a marketing tool for you on future projects. Sales personnel gain recognizable credentials that promote them as knowledgeable in SRW performance and installation. These credentials serve to help your customers identify that you have a higher level of commitment to your profession.

NCMA members typically sponsor SRW Installer schools all over the US and Canada between November and March. To find out more about the content of the course and course locations, visit [www.ncma.org](http://www.ncma.org).

**HOW DO YOU BECOME CERTIFIED?—**To become certified, SRW-Sales Professionals must:

- Take the SRW Installer Course
- Pass the exam
- Demonstrate 2 years\* of hardscape sales experience

\* If you are already a Certified SRW Installer you can become Certified SRW-Sales Professional by submitting only 1-year of hardscape sales experience.

### REASONS TO BE AN NCMA SRW CERTIFIED SALES PROFESSIONAL

1. **Meeting standards—**NCMA sets the standard for the industry. You should be able to meet or exceed these in everyday practice.
2. **Reduce costs—**What you learn will help eliminate or reduce callbacks.
3. **Customer expectations—**Consumers are becoming more educated and expect their sales people to be knowledgeable as well.
4. **Designer expectations—**Design professionals expect knowledgeable sales people dedicated to their industry.
5. **Increase efficiency—**You will learn from high-quality instructors how to increase construction productivity and safety.
6. **Customer recognition—**Your clients will know that you have the knowledge and ability to be a valuable resource.
7. **Networking—**Establishes a network with knowledgeable Certified SRW-Sales Professionals.