

NCMA Basic Block and Hardscape Products Sales Course

Fall 2021 Wednesdays 2-4 pm eastern

September 22 – November 17, 2021

Course Outline

Sept 22, 2021 2:00-4:00 pm eastern via Zoom

Welcome / Introductions

ASTM Standards and Manufacturing Materials as They Relate to Sales

Nicholas Lang, PE, NCMA, Vice President of Business Development

Basic Selling and Communication Skills Gary Ross 1 hour

Gary Ross, President, Allies in Leadership

Objective: Review and discuss basic selling, communication and relationship building skills in an effort to increase customer service and build effective relationships with your customers.

Sept 29, 2021 2:00-4:00 pm eastern via Zoom

Marketing Concrete Masonry as a System (part 1)

Nicholas Lang, PE, NCMA, Vice President of Business Development

Objective: Technical information for selling the attributes of CMU and manufactured stone veneer. Review of the components of the system / terminology including:

Basic Properties

Construction Topics

- Assemblies & f'm
- Grouting

Attributes:

- Fire Safety
- Sound Transmission
- Energy

October 6, 2021 2:00-4:00 pm eastern via Zoom

Marketing Concrete Masonry as a System (part 2)

Nicholas Lang, PE, NCMA, Vice President of Business Development

Objective: Technical information for selling the attributes of CMU and manufactured stone veneer. Review of the components of the system / terminology including:

Assembly Considerations:

- Crack Control
- Moisture Penetration Resistance
- Structural Design

Jobsite:

- Construction Inspection
- Finish and Appearance

Competing Systems

October 13, 2021 2:00-4:00 pm eastern via Zoom

Basic Selling and Communication Skills Introduction Sales, 2 hours

Gary Ross, President Allies in Leadership

Objective: Review and discuss basic selling, communication and relationship building skills in an effort to increase customer service and build effective relationships with your customers.

October 20, 2021 NO Class this Week – Hardscape North America

October 27, 2021 2:00-4:00 pm eastern via Zoom

Marketing Hardscape Products - Segmental Retaining

Chris Ebbesen, Commercial Sales Manager, Jewel an Oldcastle Company

Objective: Technical information for selling the attributes of Segmental Retaining Walls. Review of the components of the system / terminology Examples: geogrid, connectors, soil, base materials, etc.

November 3, 2021 2:00-4:00 pm eastern via Zoom

Marketing Manufactured Stone Veneer (1 hour)

Nicholas Lang, PE, NCMA, Vice President of Business Development

Objective: Technical information for selling the attributes of manufactured stone veneer. Includes material requirements, system components, installation checkpoints, and more.

NCMA Software Demos (1 hour)

Nicholas Lang, PE, NCMA, Vice President of Business Development

Direct Design Software - design and detail concrete masonry structures
SRWall Software – design segmental retaining walls quickly and efficiently
Structural Masonry Design Software – design a wide variety of masonry elements in minutes

November 11, 2021 2:00-4:00 pm eastern via Zoom

Basic Selling and Communication Skills Introduction Sales, 2 hours

Gary Ross, President, Allies in Leadership

Objective: Review and discuss basic selling, communication and relationship building skills in an effort to increase customer service and build effective relationships with your customers.

November 17, 2021 2:00-4:00 pm eastern via Zoom

Resource Toolkit - Interactive Session

Nicholas Lang, PE, NCMA, Vice President of Business Development

Objective: Interactive Session – Solving real problems with industry resources

You will definitely want to be able to search online for this so you will need computer, tablet and/or phone.

Questions?

Contact Clare Ramminger, Director of Programs and Member Services cramminger@ncma.org