

Commercial Hardscape Sales Course - Herndon VA- 02/15/2023 - 02/16/2023

This course designed for sales professionals Articulating Concrete Blocks (ACBs), and segmental retaining walls (SRWs) to the commercial market. This course focuses on competitive systems, technical background specific to segmental retaining walls and articulating concrete blocks and discovering and utilizing software.

Learning Objectives

- Drawing Review and Take-off Competence
- Design & Construction Phases, Tools and Processes
- Understanding competing systems
- SRW and ACB software demonstration
- Resources and Presentation Fundamentals
- Advanced communications and selling skills
- Supporting architects in all phases of design cycle

08:00 AM - 05:00 PM

February 15, 2022

8:00 – 8:15am ET - Welcome and Introductions

Lee Krinzman- Director of Education

Clare Ramminger- Director of Membership

Bob Thomas, CEO ICPI-NCMA

8:15 – 10:15am ET – *Bryan Horr | Division Engineer, Pavers*

Module 1 – ICP Competitive Systems Overview and Positioning

- A. ICP Pavement Assemblies & Materials
- B. Asphalt/Concrete/Clay and Concrete Pavers
- C. Permeable/grid pavements overview & positioning to other permeable systems
- D. ASTM Specs Update/comparison to competing pavement material specs

10:15 am - Break

10:30am-12:30pm ET – *Robert Bowers | VP of Engineering, Hardscapes*

Module 2 – Technical Tools for ICP Technical Commercial Education & Sales

- A. ASCE Structural Design & Excel Program
- B. Life-cycle Cost Analysis Concept
- C. Pavement management & ASTM E2840
- D. PICP Design Pro

12:30 pm - Lunch

1:30-3:00pm ET – *Bryan Horr*

Module 3 – Drawing Review and Take-off Competence for Paving and Wall Systems – Bryan Horr

- A. Drawing basics: organization, types, elements, where to look on them for products and opportunities
- B. Drawing types and application
- C. Design review for compliance to industry guidelines - supporting projects w/ company and industry detail drawings and specifications
- D. What project drawings don't tell you - Down-selling and up-selling opportunities
- E. Estimating rules of thumb and doing take offs for contractor pricing

3:00 pm - Break

3:15-5:30pm ET – Rob Bowers

Module 4 – Design & Construction Phases, Tools and Processes

- A. Commercial Design & Construction
- B. Project team members and roles
- C. Design Phases & LEED v4
- D. Construction Documents
- E. Project Manual
- F. Conditions of the Contract
- G. Division 01-General Requirements
- H. Procurement Process
- I. Specification Sales
- J. Technical Resources

Module 5 – Resources and Presentation Fundamentals

- A. Industry resources
- B. Selling to design professionals: needs and solution-based support
- C. Continuing education presentations to design professionals
- D. Tools of the trade
- E. AIA/ASLA/GBCI/PDH presentations and CE Requirements
- F. Presentation marketing, preparation and follow-up
- G. Lead and presentation opportunities

08:00 AM - 04:00 PM

February 16, 2022

8:00am – 9:30am ET – Gabriela Mariscal

Module 6 – ACB Competitive Systems Overview

- A. Primer on ACB and related systems
- B. ACB manufacturing primer
- C. Competitive advantages of ACBs
- D. How to position ACBs in the market
- E. ACB Design Spreadsheet Software Demo

9:30 am – Break

9:45am – 11:30am ET – Gabriela Mariscal

Module 7 – SRW Competitive Systems Overview – Gabriela Mariscal

- A. Primer on all SRW and related systems
- B. SRW manufacturing primer
- C. Competitive advantages of SRWs
- D. How to position SRWs in the market
- E. SRWall 4.0 Software Demo
- F. Geosynthetic Reinforced Soil-Integrated Bridge System (GRS- IBS)

11:30 pm - Lunch

12:30pm-1:30pm ET - Nicholas Lang

Module 8 -Testing SRW Units and Pavers

- A. ASTM and other Test procedures

1:30pm – 2:30pm ET

ICPI-NCMA Lab Tour– *Nicholas Lang*