

ICPI-NCMA Basic Block and Hardscape Products Sales Course
February 9-10, 2023 ICPI-NCMA Office in Herndon, Virginia
Course Outline

Day 1 - Thursday, February 9th from 8:00 am - 12:00 pm

Welcome / Introductions & Concrete Masonry Basics

Lee Krinzman- Director of Education

Clare Ramminger- Director of Membership

Bob Thomas, CEO ICPI-NCMA

ASTM Standards and Manufacturing Materials as They Relate to Sales

Nicholas Lang, PE, VP Engineering & Advocacy, Masonry

Objective: Why codes and standards are important, and how knowledge of them is critical to successful sales.

Marketing Concrete Masonry as a System

Nicholas Lang, PE, VP Engineering & Advocacy, Masonry

Objective:

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

- | | | |
|---------------------------|-------------------|-----------------------------|
| 1) Basic Properties | 5) Grouting | 9) Moisture and Mold |
| 2) Competitive Advantages | 6) C/M Assemblies | 10) Basic Structural issues |
| 3) Fire Safety | 7) Crack Control | 11) Jobsite challenge |
| 4) Sound Abatement | 8) Energy | |

1:00 pm - 4:00 pm Basic Selling and Communication Skills

Gary Ross, Allies in Leadership

Objectives:

- Developing your value statement (Formerly Develop a Better Message)
- How to Deliver Bad news to a Customer
- Selling Using Features, Advantages, and Benefits

6:00 pm Dinner/Networking Event – Restaurant TBD

Day 2 - Friday, February 10th from 8:00am –3:00pm

8:00 am – 9:00 am - Marketing Manufactured Stone Veneer

Nicholas Lang, PE, ICPI-NCMA, VP Engineering & Advocacy, Masonry

Objectives:

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

9:00 am – 10:30 am Marketing Segmental Retaining Walls

Gabriela Mariscal, P.E., Division Engineer, SRW

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. Includes into to SRWall Design Software.

10:30 am – 12:00 pm Marketing Segmental Concrete Pavement

Bryan Horr, P.E., Division Engineer, Pavers

Objective:

Technical information for selling the attributes of interlocking concrete pavement. Review of the components of the system / terminology. Includes introduction to Permeable Design Pro Software.

1:00 pm – 3:00 pm Resource Toolkit - Interactive Session with students using laptop or tablet.

Nicholas Lang, PE, VP Engineering & Advocacy, Masonry

Objective:

Interactive Session – Solving real problems with industry resources (bring laptop or tablet). Includes introduction to Direct Design Software and EleMasonry Software.