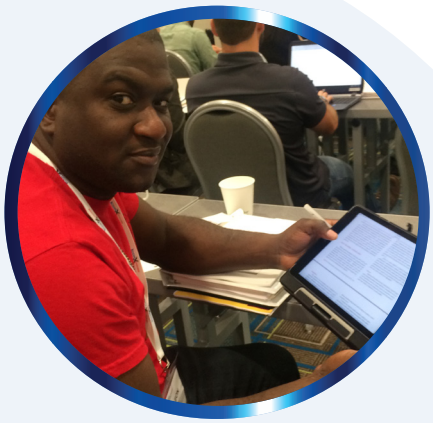
Basic Block & Hardscape Sales Course

March 23-25, 2017
NCMA Headquarters - Herndon, VA

The NCMA Basic Block & Hardscape Products Sales Course is designed for sales professionals who have been in the concrete masonry industry less than three years. The course curriculum will focus on relationships and negotiating skills, targeting customers and marketing strategies. Industry experts will share vital information about trends in the manufactured concrete masonry and hardscape market and how to effectively educate and influence key professional contacts.



Course Competencies:

- Customer relations
- Customer experience
- Sales skills
- Basic concrete masonry technical education

Course Highlights:

- Introduction to customer service, consultative selling and basic negotiation process
- Effective communications techniques
- Communicating concrete products attributes to key accounts
- Successful marketing techniques using new resources
- Interactive discussions to troubleshoot potential real life sales issues

Tuition:

- $575 for NCMA members/$975 for non-members. Discounts available for three or more registrants from the same company. (Discount available to NCMA members only). Fee includes reference and handout materials, coffee breaks, lunches and networking event. Hotel located adjacent to the NCMA building. *Transportation, lodging, other meals and incidental hotel charges are the responsibility of each registrant.*

Hotel:
Hyatt Regency Dulles
2300 Dulles Corner Boulevard
Herndon, VA 20171, US
703-713-1234
Click here to make hotel reservation

Course Location:
NCMA Headquarters
13750 Sunrise Valley Drive
Herndon, VA 20171
703-713-1900
Click here for registration

Cancellation Policy: Students canceling less than 3 weeks of the first day of the course shall be refunded the tuition fee less 50% of the total fee without discount.

Questions? Contact Clare Ramminger
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for additional information.

NATIONAL CONCRETE MASONRY ASSOCIATION
Sustainable Concrete Products for Structures and Hardscapes