

NCMA Basic Block and Hardscape Products Sales Course

November 29-30, 2018

NCMA Headquarters

Herndon, VA 20171

Course Outline

Day 1 Thursday, November 29th 8:00 am – 5:30 pm

ASTM Standards and Manufacturing Materials as They Relate to Sales

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

Marketing Concrete Masonry as a System

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:

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

Day 1 1:00 pm - 5:30 pm Basic Selling and Communication Skills

Ed Fioroni, Vice President, CDC Sales, Pavestone Company

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.

6:30 pm Dinner/Networking Event

Day 2 Friday, November 30th 8:30am –4:00pm

8:30 am – 9:30 am - Marketing Manufactured Stone Veneer

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.

9:30 am – 10:00 am NCMA Software Demos

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

10:00 am – 12 noon Marketing Hardscape Products - Segmental Retaining

Gabriela Mariscal, PE – NCMA, Director of Market Segments

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.

1:00 pm – 2:00 pm NCMA Laboratory Hands-on session

Doug Ross, CCMTT, Research and Development Laboratory Manager

2:00 pm – 4:00 pm Resource Toolkit - Interactive Session with students using laptop or tablet.

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

Objective: Interactive Session – Solving real problems with industry resources (bring laptop or tablet)