

Basic Block & Hardscape Sales Course

November 29-30, 2018

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

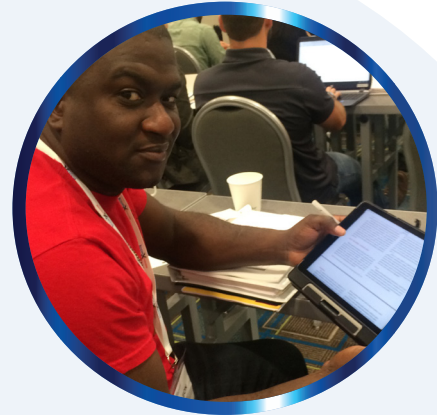
Tuition

- \$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). Transportation, lodging, other meals, and incidental hotel charges are the responsibility of each registrant.

Hotel:

Hyatt Regency Dulles
2300 Dulles Corner Blvd.
Herndon, VA 20171
(703) 713-1234

[Book your room here](#)



*Register
today!*

CONCRETE PRODUCTS
CPU
UNIVERSITY

Questions? Contact Clare Ramminger
Director, Programs and Services
703.713.1900, cramminger@ncma.org
for additional information.

*Cancellation policy:

Students cancelling less than 3 weeks prior to first day of class shall be refunded tuition fee less than 50% of total fees without discount.