



## Introduction to Building Material Sales

In Conjunction With

### KBMA/BMSA Building Products Expo

Monday, May 1, 2017

8:00 AM – 5:00 PM

Covington, KY

This KBMA/BMSA program is designed to provide your entry-level personnel with a basic understanding of building material operations, product usage in residential construction and customer service basics.

Your instructor, Casey Voorhees, who is well-known for his Blueprint Reading & Estimating Program, has recently added this program to his repertoire. In the first couple of classes he received comments such as: "I wish I would have had this when I first started." "Very good on materials & covered a basis to build on." "Very informative, lots of helpful info." "Good core class." "Our four employees had a very positive learning experience. I hope to see these classes continued regularly." Casey has over 35 years of experience in the building material industry including over 20 years teaching contractor sales and material take-off.

#### Topics Covered:

- Building material terminology
- Abbreviations, formulas, measures
- Margins, board footage, price conversions
- Customer relations & Practical selling skills
- How profits are made (and lost)
- Product usage on the jobsite – from boards to plywood, cement, floor, walls, trusses, roofing, soffit/siding, mouldings and interior finish, stair parts, doors, windows, insulation and builders hardware.

#### Who should attend?

Sales and yard personnel new to the industry, employees with limited training, as well as those more experienced employees desiring additional industry knowledge, will all benefit from attending this workshop.

**Note:** Be sure to bring a portable calculator, pencils and paper

#### SEMINAR DATE, TIME & LOCATION:

Monday, May 1, 2017 – 8:00 AM to 5:00 PM – Covington, KY

**Tuition - BMSA members:** \$209 for first employee from company  
\$195 for each additional employee

**Nonmember Tuition:** \$409 each employee of nonmember company

*Tuition includes seminar instruction and all handout materials. Transportation, meals, lodging & incidental expenses are not included.*

**Seminar & Lodging:** The Marriott River Center, 10 W. RiverCenter Blvd., Covington, KY 41011. Reservations call 859.261.2900. Mention the KBMA/BMSA Event.



#### Please Register the Following People:

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\_\_\_\_\_

Company Information (please print)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**To register please complete & fax to: 980.339.3994 or email to: janeg@mybmsa.org**

**Questions? Call: 800.849.1503**

#### Payment Options:

Check Enclosed       MasterCard  
 VISA       AMEX  
 Bill Us (Members Only)

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Holder Billing Address & Zip Code \_\_\_\_\_

Security # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

**Mail checks to BMSA at: 3029 Senna Drive, Matthews, NC 28105**

**Cancellation Policy:** Any cancellation must be received 72 hours prior to the seminar. After that, charges are due regardless of attendance. Substitutions may be made at any time.