



Introduction to Building Material Sales

In Conjunction With

BMSA's Building Products Show

Monday, January 30, 2017

8:00 AM – 5:00 PM

Hickory, NC



Please Register the Following People:

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? Phone: 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 20 business days prior to the
seminar. After noon on **January 2, 2017**,
charges are due regardless of attendance.
Substitutions may be made at any time.

This is a new program by BMSA 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: Make plans to join us Wednesday afternoon and Thursday morning (Feb. 1 & 2) for BMSA's Building Products Show directly across from the hotel at the Hickory Metro Convention Center where you'll see all the latest in products and services for the building industry!

SEMINAR DATE, TIME & LOCATION:

Monday, January 30, 2017 – 8:00 AM to 5:00 PM – Hickory, NC

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.

Lodging: Detailed information will be sent with your confirmation.