



# Introduction to Building Material Sales

In conjunction with

## BMSA's Building Products Show

February 1, 2016 – 8:00 AM – 5:00 PM  
Hickory, NC



**Please Register  
the Following People:**

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**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 on joining us Wednesday afternoon and Thursday morning (Feb. 3 & 4) 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:

**February 1, 2016 – 8:00 AM to 5:00 PM – Hickory, NC**

**Location of Seminar:** Courtyard by Marriott, 1946 13<sup>th</sup> Ave. Drive SE, Hickory, NC

**Date & Time:** February 1, 2016, 8:00 AM – 5:00 PM

**Tuition - BMSA members:** **\$199** for first employee from Company  
**\$185** for each additional employee

**Nonmember Tuition:** **\$399** each employee of nonmember company

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

**Lodging:** Courtyard by Marriott; 1946 13<sup>th</sup> Avenue Drive SE, Hickory, NC 28602; 828.267.2100; Room Rate: \$129. Be sure to tell the hotel you are part of the Building Material Suppliers Association group for this special rate.

### Company Information (please print)

Company Name

Contact Name

Address

City/State/Zip

Telephone

Fax

E-mail

**To register please complete & fax to: 704.331.9663 or email to: janeg@mybmsa.org**

**Questions? Phone: 800.966.4202**

### Payment Options:

- Check Enclosed       MasterCard  
 VISA                       AMEX  
 Bill Us (Members Only)

Card #

Name on Card

Card Holder Billing Address & Zip Code

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

**Checks should be sent to BMSA at: PO Box 18667, Charlotte, NC 28218**

**Cancellation Policy:** Any cancellation must be received 20 business days prior to the seminar. After noon on **January 4, 2016** charges are due regardless of attendance. Substitutions may be made at any time.