

NRMCA

Workforce Development



CCSP Certified Concrete Sales Professional

A FOUR COURSE PROGRAM FOR READY MIXED BUSINESS AND SALES STAFF

Course Information

Shawnta Dickens

Phone: (240) 485-1154

Email: sdickens@nrmca.org

Registration and Travel Information

Jessica Walgenbach

Phone: (240) 485-1152

Email: jwalgenbach@nrmca.org

Course follows all federal anti-trust guidelines.

This course is part of NRMCA's Seminars, Training and Education Programs, STEPS® and earns you credit towards becoming a CCPf, a Certified Concrete Professional, The highest professional designation in the industry.

For more information, visit www.nrmca.org/steps

BUILD WITH STRENGTH

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

PAVE AHEAD

DURABLE. SUSTAINABLE. CONCRETE.



Module I: October 22 – 25, 2019, Dallas, TX

"Concrete 101"- Technical/Product Knowledge.

Appropriate for any non-technical employees needing a general background in concrete, this course includes an overview of concrete fundamentals and component materials, including concrete troubleshooting, proportioning basics; essentials of batching, mixing, delivery, handling, placing and finishing, the do's and don'ts of pre-placement conferences and much more.

Module II: December 17 – 19, 2019, Dallas, TX

Understand the Concrete Contractor Business: Customer Business Knowledge.

For sales reps, managers, and area managers, this course provides an overview of ready mixed concrete customers' business model, specifically, contractors in homebuilding, commercial and government construction. Includes tools needed to bid an order: analysis of construction documents and blueprints; principles of estimating and other construction math equations and formulas and construction project planning and scheduling.

Module III: January 28 – 30, 2020, Dallas, TX

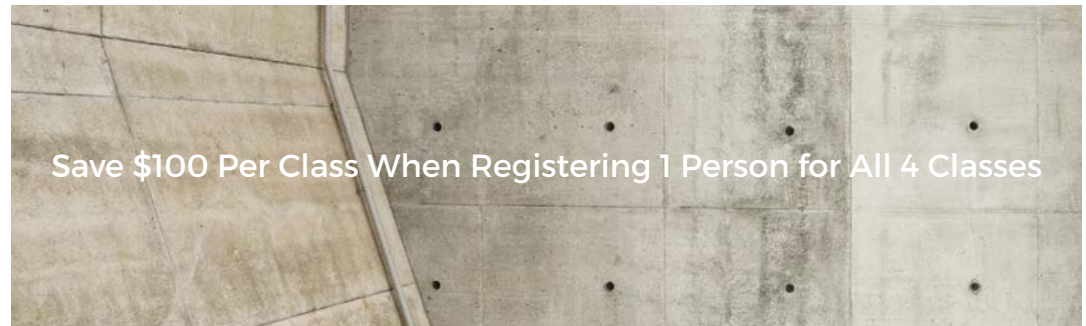
Fundamentals of RMC Accounting, Finance and Business Law: Business Knowledge.

This entry-level, ready mixed concrete industry specific, financial workshop for managers and sales reps introduces break-even analysis, pricing fundamentals, cash flow, fundamentals of contract law collection, and antitrust regulations.

Module IV: March 17 – 19, 2020, Dallas, TX

Professional Sales Skills Workshop.

Profitable business is not based on getting the order at any price but includes solving customers' problems and building long-term, mutually winning relationships. In a highly interactive workshop, mid-level ready mixed concrete staff learn and practice consultative, team-based, and cross-selling skills. Pass all four courses and you will have completed the required portion of the STEPS®, Sales, Marketing and Promotion Track. You'll need only 32 credit hours more to earn a CCPf. The four courses are offered only once a year, but do not have to be taken in order.



Save \$100 Per Class When Registering 1 Person for All 4 Classes

CCSP Courses

- MODULE I: Intro to Concrete Fundamentals 10/22-25/2019
- MODULE II: Customer Business Knowledge 12/17-19/2019
- MODULE III: General Business Knowledge 01/28-30/2020
- MODULE IV: Professional Sales Skills 03/17-19/2020

NRMCA USE ONLY

Date: _____

Member ID: _____

Confirmation# _____

ATTENDEE INFORMATION

Name/Title: _____

Company: _____

Mailing Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Emergency Contact Name/Phone: _____

Dietary Restrictions/Special Needs: _____

Please Send Registration/Receipt Confirmation Email to: _____

(Notification does not guarantee class will run.)

COURSE FEES/PAYMENT AUTHORIZATION

\$995 NRMCA Member | \$1,395 Non-Member

Select One: Visa MasterCard AMEX

Save \$100 when you register 1 person for all 4 courses

\$3,400 NRMCA Member \$5,580 Non-Members

Discount for NRMCA members only

Card Number: _____

Exp. Date: _____

Check Payment:

CVV#: _____

*By sending a check there will be a delay in processing.

(Make check payable to NRMCA)

SunTrust Bank, c/o NRMCA, P.O. Box 79433 Baltimore, MD 21279

Cardholder Name: _____

Registration without payment will NOT be confirmed.

COURSE LOCATION AND TRAVEL INFORMATION

Embassy Suites Dallas Market Center

2727 N. Stemmons Freeway, Dallas, TX 75207

Phone: (214) 630-5332 | Reservations: 1-214-630-5332

Cut-Off Date: 3 weeks before the start of each class date, or whenever the room block sells out, whichever occurs first.

Meeting Room Location: Magnolia I (subject to change)

Closest Airport: The closest airport is the Dallas Love Field Airport (DAL) located 3 miles/7 minutes from the Embassy Suites Dallas Market Center. Dallas/Ft. Worth International Airport (DFW) is located 15 miles/20 minutes from the host hotel.

Parking: Self-parking is complimentary. Valet parking is not available.

Transportation: The hotel does offer shuttle service to the Love Field airport and operates from 7:00 am – 10:00 pm. A taxi from DFW to the host hotel will cost approximately \$45 each way. A SuperShuttle from DFW will cost approximately \$17 each way, please contact SuperShuttle directly at (800) 258-3826 to make a reservation.

Room Rate: \$119 per night plus applicable taxes. Room rate includes complimentary hot breakfast buffet and evening reception served in the hotel atrium and complimentary internet access in guest rooms.

NRMCA POLICIES/INFORMATION

Cancellation Policy: Full cancellation refunds, less a \$100 administration fee, will be extended until **3 weeks before the start of each class date**. All cancellations after **3 weeks before the start of each class date** will not be refunded. Fee cancellations cannot be transferred to a future class. Substitutions can be made at any time with no penalty. Registration cancellations must be made in writing to: meetings@nrmca.org.

3 weeks before the start of each class date. It is advisable not to make travel arrangements until you receive the class confirmation.

Confirmation of Event: After registration and payment is processed, a registration receipt will be provided (allow up to 72 hours). A class confirmation, confirming the course will run as scheduled, will be sent via email no later than COB,

Important/Class Confirmation: NRMCA reserves the right to cancel this event. Class confirmations will be sent to registrants via email no later than COB, **3 weeks before the start of each class date**. In the unlikely event the class is cancelled, NRMCA will refund the entire registration fee, but is not responsible for airline and hotel reservation fees. You are responsible for making and paying for your own hotel and travel arrangements.

Return form to: meetings@nrmca.org or Fax: (301) 565-8200