Build With Strength: Purposeful Promoters Program
Our mission is to educate and empower the NRMCA membership on the benefits and efforts of the Build with Strength initiative. Implementing the Purposeful Promoters Program will enable members to become more confident in their approach of promoting and marketing the use and benefit of ready mixed concrete and encourage its use as the building material of choice.
The 3 T’s to Success (Training, Toolkit, Tracking)
- Training:
  - Resource Course provided online/onsite
- Toolkit:
  - Pre and Post checklists:
    - How to establish an audience, along with follow up and the ask.
    - Lead the audience to the Design Program in order to convert projects
    - Regional Symposium that would be led by the Executive Team of each state or National Office to provide more detailed presentations on various subjects that will ultimately lead to conversion or increased use of concrete products.
  - How to utilize the Build with Strength website to provide talking points and resources on various concrete usages and benefits
- Tracking System:
  - Establish a system for participants to log in their efforts and establish a follow up process.

Building America Concrete Strong
- Branding tools for members
Purposeful Promoters Program: TRAINING
Innovate with Concrete
Weather the Storm
Build for a Lifetime
Stand with Strength
Value your Investment

Purposeful Promoters Program:
TRAINING

- Innovate with Concrete
- Weather the Storm
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Purposeful Promoters Program:
TOOLKIT
Purposeful Promoters Program: TOOLKIT – Checklists & Guides

• Guide to Determining your Audience
• Pre-Meeting Requirements
• Post Meeting Follow-up Actions
• Easy to Follow Infographics and Articles

• Regular Distribution to State Affiliate Members

• Encourages Interactive Dialogue Regarding alternative Building Materials

Purposeful Promoters Program:
TOOLKIT – Talking Points
Purposeful Promoters Program: TOOLKIT - Leading the Audience
• Quick Tips: How to Build an Audience

• Guide to Building an Influencer Profile on LinkedIn

Purposeful Promoters Program: TOOLKIT – LinkedIn Guides
Purposeful Promoters Program: TRACKING
This is an elemental tracking form/system for the participants to use to log in the pertinent information needed to track and follow up on the audience in attendance.

Follow up, as we all know is an important way to ensure satisfaction with a customer. Follow up is the ultimate signifier that we aren’t taking the customer for granted.

This form also helps track the projects that are being built with concrete, as well as projects that could be converted from stick/steel to concrete. This would be sent to the Executive Director’s of each state with the NRMCA Build with Strength program, to then be entered into their system.

The items in the form can be changed to better suit the presenter, if need be.
<table>
<thead>
<tr>
<th>ITEM</th>
<th>COMMENT</th>
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<tbody>
<tr>
<td>AUDIENCE (Engineers/Architects/Insurers/etc.)</td>
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<tr>
<td>AMOUNT OF ATTENDEES</td>
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<tr>
<td>KEY INTERESTS (ICF/Sustainability/Tilt Up/etc.)</td>
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<td>ANY PROJECT SPECIFIC INTEREST</td>
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<td>CONTACT PERSON FOR MEETING ARRANGEMENT</td>
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<td>LOCATION/ADDRESS OF PRESENTATION</td>
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Purposeful Promoters Program:
BRANDING TOOLS
Purposeful Promoters Brochure

Purposeful Promoters Program

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Building America Concrete Strong:

Our 3 T's include: Training, Toolkit and Tracking

Training:

• In-class or online training called the Resource Course can be provided through the Purposeful Promoters Program.
• Online training course focusing on the tools necessary to conduct a 1-hour NRMCA approved presentation introducing the importance of building with Strength.
• Once the participant completes the course, they will be certified as an NRMCA Approved Promoter and will be provided the NRMCA Approved Presentation that will be used for promotion.

Toolkit:

• The Purposeful Promoters Program Toolkit will provide you the guidelines to find, strategize, plan, and win an audience. Some of the tools provided are:
  • Pre-Sale Checklist
  • Step by Step How to Build an Audience on LinkedIn
  • Follow-up Questions/FAQ of Audience
  • Lead the audience to the design program in order to ensure project.
  • Regional approach that would be led by the Technical Director of each state or district office to provide more detailed presentations on various subjects that will result in increased use of concrete products.
  • Step by step determining your audience guide
  • Talking points on various subjects (ICF, Vit rebar, Sustainability, slab, and more)

Contact Info

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Build with Strength Promotional Brochure

Build with Strength Design Center:
Free preliminary design assistance for:
- Structural Design: Use the most appropriate concrete system to take advantage of concrete benefits including economy, resiliency, and sustainability.
- Cost Estimating: Help select a team of contractors and concrete suppliers to estimate the cost of building with concrete to meet your specific project’s budget needs.
- Design Analysis: Use of energy simulation software to verify the effect of thermal mass in concrete buildings to show significant lower energy use.
- LEED Certification: LEED certification for projects can help reduce LEED certification costs using concrete building systems. We can demonstrate how concrete systems can impact credits including energy, life cycle assessment, environmental product declarations, noise reduction and indoor environmental quality.

Our mission is to educate the building and design communities and policymakers on the benefits of ready mixed concrete and encourage its use as the building material of choice for low- to mid-rise structures. No other material can replicate concrete’s advantages in terms of strength, durability, safety, and ease of use.

Concrete Masonry Unit

Concrete Masonry Units are stackable hollow concrete blocks that are manufactured in many different heights, lengths and angles that can give the end product a custom look. Concrete masonry, segmental retaining walls, and precast/controlled stone veneer provide durable, flexible solutions. Products are aesthetically versatile, long-lasting, and provide a wide variety of options and solutions for owners and designers.

Concrete Masonry Units also add thermal mass to the building envelope, providing improved safety and security from earthquakes, hurricanes, tornadoes, and more. Fire-resistant: The masonry nature allows for nearly unlimited design flexibility, and the durability of concrete masonry makes adaptive reuse an ideal form of energy efficiency and sustainability.

Energy efficient concrete masonry can be designed to meet the energy needs of any project, and when used in construction, produces a building that is more energy efficient and reduces energy costs.

Insulated Concrete Forms (ICF)

ICFs are hollow foam insulated blocks that are stacked like Legos, then filled with steel wire reinforced concrete. Insulated and sound, ICF walls are fireproof, durable, mold- and rot-resistant. They also withstand winds up to 250 mph, keeping homes more secure in severe weather.

Tilt-up Concrete Construction

Tilt-up Concrete Construction is a cost-effective method of building a house in which the walls are formed and placed to exact dimensions so there’s much less waste on materials compared to wooden structures. Less Waste: The tilt-up method allows for greater control over the exact dimensions of the building, reducing waste and cost. Stronger: Concrete walls are much stronger than wood, fire resistant, termite resistant, higher energy cost saving and more resilient to the elements.

Faster: Form, pour, cure, lift, walls are up!
Brochures Available in Spanish
Build with Strength:
Purposeful Promoters Program Team

Left to Right:
• Dylan Sparschu, Account Manager, Central Region-Preferred Materials Concrete
• Tyler Taylor, Technical Sales Representative-Residential-Ingram Concrete
• Kisia Kimmons, Technical Services Manager-Roanoke Cement Company, LLC
• Matthew Knights, Area Sales Leader-Master Builders Solutions Construction Chemicals-Admixture Systems
• Leo Fuentes, Scheduling Manager, Holliday Rock Co., Inc
The Build with Strength initiative offers a variety of resources, professional education opportunities, technical guidelines, software, event listings and the design center.

Visit buildwithstrength.com for more information.