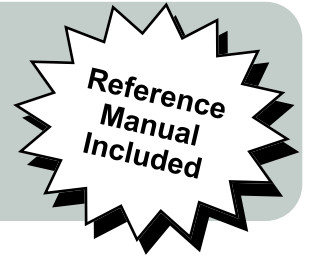




# Introduction to Building Material Sales

April 30, 2024



Western Building Material Association will be conducting its Introduction to Building Material Sales workshop at the Radisson Hotel / Seattle Airport - Seattle, WA. Workshop hours are 8:00 a.m. to 5:00 p.m. Your instructor will be Casey Voorhees, WBMA's Executive Director. This session provides your entry-level personnel with a basic understanding of building material operations, product usage in residential construction and customer service basics.

Comments from attendees: "I wished I would have had this when I first started"; "Very good on materials & covered a basis to build on."; "Very informative"; "Everyone in our Company should take this course, opened my eyes to profit and expenses"; "Our four employees had a very positive learning experience. "



Topics covered include:

- *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, floors, walls, trusses, roofing, soffit/siding, doors and windows.*
- *All Attendees receive a Lumber and Building Materials Reference Manual*

**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.

**Fees:** **WBMA Members: Special Rate for WBMA Members Only \$195 per attendee - includes lunch**  
*Regular registration fee is \$245, members receive \$50 discount courtesy of WBMA Training Fund*  
**Non-Members: \$395** and must be paid in advance

**Meeting Location and Hotel Accommodations: Radisson – 18118 International Blvd - Seattle**  
*Call the Radisson at 206-244-6666—WBMA Rate Code is TV61G7 / or email Stephanie for the online link*  
*Conveniently located near Seattle Airport - complimentary day parking / \$10 overnight parking*

**Important, Register Now!** Cancellations not received within 72 hours of the workshop will forfeit their registration fees.

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

Number of Attendees \_\_\_\_\_

Amount Due \$ \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Email \_\_\_\_\_

Submitted By \_\_\_\_\_ Phone \_\_\_\_\_

**Please Return To:** Western Building Material Association - PO Box 1699 - Olympia, WA 98507  
Ph (360) 943-3054 - Email: [stephanie@wbma.org](mailto:stephanie@wbma.org)