



Introduction to Building Material Sales

April 7, 2026

Reference Manual Included

Western Building Material Association will be conducting its Introduction to Building Material Sales workshop at the DoubleTree Suites Southcenter - 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 \$225 per attendee - includes lunch**

Regular registration fee is \$300, members receive \$75 discount courtesy of WBMA Training Fund

Non-Members: \$425 and must be paid in advance

Meeting Location / Hotel Accommodations: DoubleTree Suites Southcenter - 16500 Southcenter Pkwy

Call the DoubleTree at 206-575-8220 to make your own hotel reservations

The DoubleTree offers complimentary shuttle service to and from Sea-Tac Airport

Conveniently located near Seattle Airport - day parking free / overnight parking \$20

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