



## 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  
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