



# Because you work hard for every yard.

NRMCA education works for you with solutions that pay off now!

Give staff customer sales and service skills that have an immediate impact.

## CCSP IV March 20-22, 2012 | Silver Spring, MD Sales Fundamentals for Sales and Non-Sales Staff Who Interact with Customers

**The Challenge:** In today's economy, everyone in a ready mixed concrete company who interacts with customers has to be a sales person... armed with the skills necessary to ensure maximum customer satisfaction and the best results for the bottom line.

**The Opportunity:** The revised curriculum meets the drastic market changes producers face everyday. The innovative three-day course provides a sales framework and toolkit that can immediately adapt to your organization's strategies to drive revenue. Master the most up-to-date, industry-related, sales fundamentals through ready mix-specific simulations, role plays, and case study analyses that include the challenges of selling concrete's sustainability attributes as well as applying tools for pervious and parking lot sales.

**Get Results Now:** This course is recommended for professionals of all levels, so whether you deal with internal or external customers, these skills will make an immediate impact on your work!

- Volume and Value: Sell both for short and long term results.
- Secrets to Good Relationships: Solve problems and win loyalty.
- Who Calls the Shots?: Find and communicate with decision-makers.
- Role-playing is Serious Business: Learn how practice makes perfect.
- Close Calls: Overcome obstacles and close the sale.



Look for the full class agenda at [www.NRMCA.org/STEPS](http://www.NRMCA.org/STEPS).

Register today. These skills will make an **immediate difference**.



Register online at [www.NRMCA.org/Go](http://www.NRMCA.org/Go) or use the attached registration form

**Course Information Contact:** Shawnita Dickens 888-846-7622 x1154 email [sdickens@nrmca.org](mailto:sdickens@nrmca.org)

**Registration and Travel Information Contact:** Jessica Walgenbach 888-846-7622 x1152 email [jwalgenbach@nrmca.org](mailto:jwalgenbach@nrmca.org)



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.



Co-Host State  
Maryland Ready Mixed  
Concrete Association

**NRMCA's CCSP Module IV:  
Sales Fundamentals for Sales and Non-Sales Staff  
Who Interact with Customers**

**Silver Spring, MD**

**Tuesday, March 20 - Thursday, March 22, 2012**

Class: Tuesday-Wednesday 8am-5pm ; Thursday 8am—12pm

Exam: Wednesday 1pm –3 pm

*NRMCA reserves the right to close registration in order to not exceed capacity, early registration is encouraged.*

Submit separate form for each registrant. Save a copy for your files.

\_\_\_\_\_  
Name/Title

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address (No PO Boxes)

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone/Fax /Email

\_\_\_\_\_  
Emergency Contact Name/Phone

\_\_\_\_\_  
Supervisor Name/Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone/Fax/Email

Special Needs (Attach special needs information)

**I will sit for the exam on Thursday, March 22  Yes  No**

*This exam is optional but required to fulfill the certification requirement*

**Course Location:**

RMC Research & Education Foundation Center  
719 Ellsworth Drive  
Silver Spring, MD 20910

**Hotel Info:**

Hampton Inn Silver Spring  
8728 Colesville Road  
Silver Spring, MD 20910  
Phone: (301) 588-5887

For your convenience, NRMCA contracted for discounted sleeping rooms at the Hampton Inn Silver Spring.

Sleep Room nights: Monday, March 19 - Wednesday, March 21, 2012  
Discount Rate: \$169 night plus tax. Call-in name: NRMCA. Hotel rates and availability are not guaranteed after **Friday, February 17, 2012**. Please make reservations early. \*Breakfast included with room rate.\*

**Closest Airport:** There are 3 airports into Metro Washington DC. We suggest flying into BWI (Baltimore Washington International) or Reagan National (DCA). The third is Dulles (IAD).

**Airport Shuttle Info:** Transportation to and from airport can be made with Super Shuttle, (800) 258-3826. Shuttle reservations must be made in advance.

**Return flights should NOT be made before 6pm on March 22 if taking exam.**

**Price:**

\$995 NRMCA Member  \$1395 Non-Members

**Group incentive for NRMCA Members only**

Register 3-5 Members and receive 10% off each registration

Register 6 or more members and receive 15% off each registration.

Please submit separate registration forms for all attendees.

**Payment Method:**

Check (make check payable to NRMCA)

Mail registration form and check to:

SunTrust Bank, c/o NRMCA

P.O. Box 79433

Baltimore, MD 21279

VISA  MasterCard  AmEx

\_\_\_\_\_  
Card Number Exp. Date

\_\_\_\_\_  
Name on Credit Card (print)

\_\_\_\_\_  
Signature

For credit card payment, fax form to:

Jessica Moore, Meetings. Dept., NRMCA, (301) 565-8200

**Credit card or check, must accompany registrations. NRMCA No longer accepts P.O. #'s. Please Provide a credit card number or check with all registrations.**

**Important:** NRMCA reserves the right to cancel this event. If cancelled, NRMCA will notify registrants via fax or e-mail by COB, **Friday, February 17, 2012**. (NRMCA will refund the entire registration fee, but is not responsible for airline and hotel reservation fees.) Class confirmations will be sent after this possible cancellation date. It is advisable not to make travel arrangements until you receive your confirmation. **You are responsible for making and paying for your own hotel and travel arrangements.**

**Please provide e-mail addresses for all requesting to receive registration confirmations: (notification does not guarantee that class will run)**

\_\_\_\_\_  
Email address Email address

**Cancellation Policy:** Full cancellation refunds, less a \$100 administration fee, will be extended until **Friday, February 17, 2012**. All cancellations after that date will not be refunded. Fee cancellations cannot be transferred to a future class. Registration cancellations must be made in writing to:

NRMCA Meetings Dept.  
900 Spring Street  
Silver Spring, MD 20910  
Or, faxed to (301) 565-8200

For additional registration information, contact:  
Jessica Walgenbach, (240) 485-1152 or by e-mail at [jwalgenbach@nrmca.org](mailto:jwalgenbach@nrmca.org).

Seminar follows all federal anti-trust guidelines.

This course earns credits towards a CCPf certification in the Sales and Promotion career track. The CCPf certification is the highest professional designation in the industry. For more information, visit [www.nrmca.org/steps](http://www.nrmca.org/steps)



**For NRMCA Use Only** Authorization #: \_\_\_\_\_ Date \_\_\_\_\_ Confirmation