Industry Orientation: Sales

**Week 1**
- Characteristics of Building Materials
- Basics of Load Building
- Mechanical and Material Handling
- Yard Basics
- Yard Safety

**Week 2**
- Lumber 101
- Common Sense Customer Service Techniques
- Construction Management for LBM Salespeople
- Estimating Math Essentials

**Week 3**
- How a House Works: Exterior Shell
- Working with Board Footage Structural Design Principles

**Week 4**
- Framing 1: Foundation & Floors
- Framing 2: Walls
- Framing 3: Roofs
- Framing 4: Takeoff Tips & Formulas

**Week 5**
- Common Sense Selling: Introduction
- Common Sense Selling: Researching Prospects
- Common Sense Selling: How Builders Make Money
- Conquering Cold Calls

**Week 6**
- Gross Margin & Markup
- Decks 1: Components & Materials
- Decks 2: Estimating Materials
- Decks 3: Construction

**Week 7**
- Windows 1: Components and Principles
- Windows 2: Glazing and Energy Efficiency
- Windows 3: Estimating and Installation

**Week 8**
- Entry Doors: Components and Materials
- Pre-hung Doors: Estimating & Installation
- Insulation 1: Principles & Materials
- Insulation 2: Estimating & Installation
- Moisture Control 1: Fundamentals

**Week 9**
- Vinyl Siding Systems
- Vinyl Siding: Estimating & Installation
- Wood & Fiber Cement Siding: Estimating & Installation
- Wood & Fiber Cement Siding: Materials & Performance

**Week 10**
- Load- Building Framing Packages
- Load- Building: Organizing Framing Packages
- Load- Building: Deck Packages
- Delivery Driver Responsibilities

**Week 11**
- Course 101:
  - Engineered Wood Basics 1: Understanding Engineered Wood Basics 2:
  - Selling Engineered Wood

**Week 12**
- Engineered Wood Basics 3:
  - Structural Wood Panel Grades and Applications
  - Engineered Wood Basics 4: Glulam Basics
  - Engineered Wood Basics 5:
    - APA Performance Rated I-Joists Basics

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