

# NEW BUILDER 24-DAY PHONE TRAINING OUTLINE



DAY 1 INTRODUCTION TO PROJECT MANAGER  
Scheduled Training Times  
Mastermind Mentality



DAY 2 BUILDER'S PERSONAL PROFILE  
Builder's Primary Areas of Expertise  
Builder's Personal Profile Worksheet



DAY 3 COMPANY PROFILE  
Office Set-up  
Administrative Staff



DAY 4 EXISTING CUSTOMER NETWORKING AND REFERRALS  
Current Connections within the Community  
Marketing Plans and Ideas  
Introduction Packet



DAY 5 PRELIMINARY AND LONG TERM GOALS  
Sales Goals  
Preliminary Business Plan



DAY 6 ADVERTISING  
Budgets, Advertising Types and Techniques, First Contact  
Advertising Samples  
Handling Referrals  
Confidentiality Agreement and Trademark Use



DAY 7 PRESENTING THE NEGOTIATED BID  
Know your Product  
Competition Comparison Worksheet  
Armor Features and Benefits



DAY 8 QUALIFYING THE NEGOTIATED BID  
Qualifying vs. Disqualifying  
Completing the Quote Qualifying Form  
Quote Qualifying Form



DAY 9 COMPLETING THE ESTIMATE FORM  
THREE LEVELS OF PRICING  
Three Ways to Quote a Building  
How to Complete the Estimate Request Form  
Complexity and Timeframes for Estimating  
Three Levels of Pricing  
Estimate Request Form  
Blank layouts





DAY 10 PURCHASE ORDERS AND TERMS  
General Procedures  
Terms of the Contract  
Purchase Order Guideline  
Master Agreement  
Copies of Purchase Orders



DAY 11 SUB-CONTRACTORS ESTIMATES  
Current Sub-Contractors  
Average Costs (Nationally)  
Master Construction Contract (Sample)



DAY 12 COMPETITION TRAINING AND COMPARISON  
Types of Bidding  
Competition “Red Flags”  
Types of Competition



DAY 13 PROSPECT PRESENTATION AND PROCEDURES  
Creating Proposals  
Tips for a Successful Presentation  
Sample Presentation  
Armor Reference Letters



DAY 14 BUILDER ADMINISTRATIVE MANUAL  
ORDER VERIFICATION PROCESS  
Introduction  
Ordering Procedures and Financial Arrangements  
Freight, Engineering, and Administrative Charges  
Design and Drawings  
Order Verification Process  
Forms



DAY 15 PRECISION COMPONENTS  
See Precision Components Binder



DAY 16 STRAIGHTWALL PRICING TECHNIQUES  
Using the Price Sheet  
Basic Design Standards & Pricing Tips  
Estimate Forms



DAY 17 BUILDING ERECTION GUIDE  
See Building Erection Guide  
Supplementary Tips  
Sample Construction Drawings and Bill of Materials  
Sample Erection Contract



DAY 18 LOADS & PERMITS  
Building Loads and Codes Manual



DAY 19      TRADE SHOWS AND SALES FORCE  
Trade Shows  
Tips for Hiring Salespeople  
Show Building Flyer  
Trade Show Training Materials



DAY 20      REVIEW PROSPECT PRESENTATION AND PROCEDURES  
Builder performs Presentation to Project Manager  
Review Day 13 if necessary



DAY 21      ARCH BUILDINGS  
About Arch Buildings  
Arch Building Features and Benefits  
Arch Building Pricing (See Arch Binder)



DAY 22      MINI WAREHOUSE AND MODULAR SHOPS  
About Mini-Warehouse and Modular Shop Buildings  
Modular Shop Building Features and Benefits  
Mini Warehouse Brochure  
Modular Shop Brochure



DAY 23      GENERAL REVIEW  
Project Manager & New Builder Checklist



DAY 24      BUILDER'S BUSINESS PLAN  
Sample Business Plan

TAB 25      Glossary of Terms  
General Specifications  
Building Erection Guide