



Builder Testimonials & Training Outline

Colorado Steel Systems, Colorado – Dan Myers

“When I originally became a Builder, I went in there thinking I knew everything. I knew I could build rapport with customers, I knew construction very well, so I thought I didn’t have anything to learn from them. I didn’t know anything about sales, competition investigation, reading the customer, finding out if they’re really ready to go, or if it’s just a pipe dream; not wasting my time bidding a project that’s not going to happen, and then how to close a deal. It’s something that you think is just natural, but it’s not, there are secrets to it, and their training really helped with that.”

Quest Steel Systems, Arizona – Johnny Greene

“As an owner of a very small Landscape Company prior to becoming an Armor Builder, (1 guy and a truck as Armor would say) deciding to take my business in a new direction was a little scary at first. From the beginning Armor’s 24 day phone training and my project management team gave me the confidence and knowledge to take what I was taught and use it with my first customer. I really can call them day or night!”

OEC Construction, Colorado - Cory Noles

“The lead generation program that Armor offers is a great way to get in the game of steel buildings and has led me to one of the largest sales and erection contracts of a steel building my company has to date.”

Benchmark Construction, Connecticut – Paul Just

“Armor’s 24 day phone training was the initial & primary building blocks for Benchmark Construction to successfully start constructing our Dealership. Armor’s enthusiastic team of project managers share vast amounts of cool under pressure experience, insight, and know how. This type of experience & knowledge available 24/7 to our staff is really priceless.”

Klein Steel, Louisiana – Rusty Klein

“I would like to thank all the project management team at Armor for their support. Because even though I’ve erected a lot of metal buildings and know a lot about metal buildings, I didn’t realize I knew as little as I did when we actually started selling them and becoming part of the process. We run into spandrel beams and deflections and things of that nature and with the background staff they offer, and the support from Armor, you’re head and shoulders above 50-60% of the people in metal building sales.”

Colorado Steel, Colorado – Terry Hamm

“One of the best parts of this program is the training. They teach you how to do a competition investigation, and just like any other project; you occasionally will have to have a smaller profit margin to get the job. But usually on the building I can get a 20% profit margin and on the construction I usually have about 30%. I’ve been a contractor for a long time, but Armor’s training has been very helpful in marketing, legal advice, contracts, and project management. It’s really helped me to grow my business.”

All Steel Buildings, Inc., Minnesota – James Thom

“Even though it may not be required, the Armor Steel Builder Training seminar is something every serious builder should attend. For the training you receive at no additional cost, it is probably the best investment you can make into your business. At the Builder Training Seminar you will learn so many things that will help you in all aspects of your current business as well as being an Armor Steel Builder. Plus, it is great to meet the whole army of project managers that is behind you everyday.”

Armor Builder Training Seminar Outline

Day 1

Morning Session

Welcome and introductions

- A. Introduction of Builder Attendees.
 - 1. Introduce Account Managers
 - 2. Additional Information
 - 3. Questions / Answers

Section 1: Armor's History, Your Future

- A. Armor's History / Your Future
- B. How 24 day training started / overview of 24 day training
- C. Excalibur Branding/Marketing Presentation

Break

Section 2: Straightwall Product Knowledge

- A. I-Beam benefits and features

Break for lunch at the 12:00- 1:30

Afternoon Session

Section 3: Marketing Steel Buildings

- A. Qualifying the Negotiated Bid to find needs, desires, and a solution
- B. Know the customer
- C. Presenting Armor's Solution

Break

Section 4: Straightwall Pricing & Ordering

- A. Detailed training on how to estimate a building
- B. How to eliminate mistakes and fill out accurate estimate forms
- C. Homework

5:30 p.m. adjourn for the day

Day 2

Section 5: Homework Review

Section 6: Panel Buildings & Precision Components

- A. Introduction
- B. Products Available
- C. Quality and Ordering
- D. Overview of Arch Buildings
- E. Pricing

Break

Section 7: Create a Successful Buildership

- A. Erection tips – review the building erection guide along with tips on the most efficient ways to erect buildings to bring down erection costs.
- B. How to qualify salesmen before hiring
- C. Ask for the Sale

Break for lunch: 12:00- 1:00

Section 8: Building Field Trip

Departure Presentations

- A. Builder Feedback Questionnaire
- B. Marketing Materials Confidentiality Forms
- C. Coupons and Marketing Materials

6:00 p.m. adjourn