



Testimonials

“Thank you, Armor team for the phenomenal education I received in the advanced Builder training seminar. Considering the amount of time, effort and material I received, it’s amazing that you don’t even charge for the training seminar. In fact, I literally can get paid with the \$5,500 in coupons towards potential sales I received after the seminar. Thanks again.”

**Colorado Steel Systems
Dan Myers, Centennial, Colorado**

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!

**Quest Steel Systems
Johnny Greene, Tucson, AZ**

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 mangers, 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.

**Benchmark Construction
Paul Just, Rocky Hill, CT**

I wanted to take a moment to extend a heartfelt thanks to the Armor Project management team for the recent Builder Seminar. I should have made it a priority to get to the advanced seminar earlier. Too often manufacturer training is very expensive, low on substance and high on pomp! Your no cost program was well organized and right on. From the marketing presentation, the erecting seminar to the jobsite field trip. Let alone the \$5,500.00 worth of discount coupons off of my material purchases.

**CBCluff Contracting
Olympia, WA**

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