

Margin Mastery & Special Order Opportunity

January 5 & 6, 2022 - Richmond, VA | March 23 & 24, 2022 - Columbus, OH

BMSA has merged two popular classes into one dynamic program: **Margin Mastery & Special Order Opportunity**. The class will be held in person in Richmond, VA & Columbus, OH. The course provides 1.5 days of instruction and discussion for leaders in the building industry to increase their Gross Margins both on Stock and Special Order sales. We'll discuss opportunities and strategies for improving profitability immediately.

~Course Topics~

The Importance of Pricing Integrity and HOW to establish a Process within both your Stock and Special Order segments.	The 5-point Premium Benchmark for Special Orders
The Dangers of Freelance Selling and how to pull individual salespeople into ONE Potent Sales Team.	Non-Stock vs. Special vs. Extra Special Orders
The distinction between Exceptions to Pricing and poor Leadership, AND how to successfully reassert Leadership into Margin Management.	"Keystone Principle" on Smaller Orders
Enriching margins by selling FULLY into a Project of any size.	Markup – Margin – Sell Factors
How to identify the holes in YOUR Margin Management Practices and strategies to achieve exceptional levels of success in Your Profits Plan.	How to Manage Exceptions to Target Margins
Reduce Margin Erosion	Monitor Your Performance
Special Orders are Labor Intensive and Higher Risk than Stock Orders	Catching the Leaks

Instructor: Ken Wilbanks is a highly regarded business consultant both nationally and within the BMSA community. His 30-year career in the building materials industry extends from entry-level to executive responsibility.

Workshop Hours: Day 1: 9 AM - 5 PM Day 2: 8 AM - 12 PM

To engage and enrich students' experience, we'll host a group event to follow the afternoon of the first day's class. Details will be provided in the confirmation.

Fees: BMSA Members: Special Rate for BMSA Members \$650 per attendee

Non-Members: \$850 and must be paid in advance

Tuition includes program, handout materials, lunch, and a group event. Travel, meals & lodging expenses are not included.

Hotel: Omni Richmond 100 south 12th street Richmond, VA-BMSA group rate of \$149

Cambria Polaris 9100 Lyra Dr. Columbus, OH- BMSA Group Rate \$109

Important! Reservations are on a first-come, first-serve basis. Cancellations received less than 10 business days of the workshop will forfeit their registration fees.

Please indicate the location you will be attending-

Richmond, VA Columbus, OH

Attendee Name	Attendee Title	Attendee Email

Number of Attendees _____

Amount Due \$ _____

Company _____ Address _____

City, State, Zip _____ Company Contact _____

Email _____

Payment Options:

_____ Bill Us - (Members Only)

_____ Credit Card - CC# _____

Exp. _____ Sec.# _____ (Visa & MasterCard only)

Billing Address: _____

Name on Card: _____

Please Return To:

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