

Earn A Designation that Works for You

Certified Concrete Sales Professional

A four part program for Ready Mixed Business and Sales Staff. Classes do not have to be taken sequentially. By completing the program and earning the CCSP designation, individuals earn greater recognition as effective, highly qualified sales specialists. Certification also offers improved opportunities for career and financial growth and a broader range of career opportunities within the industry.

Module I: October 9-11, 2018

Concrete 101 - Technical/Product Knowledge

Appropriate for any non-technical employees needing a general background in concrete, this course includes an overview of concrete fundamentals and component materials, including concrete troubleshooting, proportioning basics; essentials of batching, mixing, delivery, handling, placing and finishing, the do's and don'ts of pre-placement conferences and much more.

Module II: December 11-13, 2018

Understand the Concrete Contractor Business: Customer Business Knowledge

For sales reps, managers and area managers, this course provides an overview of ready mixed concrete customers' business model, specifically, contractors in home building, commercial and government construction. Includes tools needed to bid an order: analysis of construction documents and blueprints; principles of estimating and other construction math equations & formulas, construction project planning & scheduling.

Module III: October 15-17, 2019

Fundamentals of RMC Accounting, Finance and Business Law: Business Knowledge

This entry-level, ready mixed concrete industry specific, financial workshop for managers and sales reps introduces break-even analysis, pricing fundamentals, cash flow, fundamentals of contract law collection, and antitrust regulations.

Module IV: December 10-12, 2019

Professional Sales Skills Workshop

Profitable business is not based on getting the order at any price but includes solving customers' problems and building long-term, mutually winning relationships. In a highly interactive workshop, mid-level ready mixed concrete staff learn and practice consultative, team-based, and cross-selling skills.

Pass all four courses and you will have completed the required portion of the STEPS Sales, Marketing and Promotion Track. You'll need only 32 credit hours more to earn a CCPf.

LOCATION:

1805 J.N. Pease Place

Charlotte, NC 28262

704-717-9199

www.crmca.com/ccsp

COURSE FEES:

INDIVIDUAL COURSE:

\$925 - CRMCA Members

\$995 - Our of State NRMCA

Members

\$1395 - Non-Members

COURSE BUNDLE:

\$3250 - 4 Courses for 1 person

must be purchased initially as bundle, CRMCA members only

REGISTER TODAY!

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