



A high-value, **peer-to-peer expert training series** offering contractors **transformative new approaches** that will help boost business **immediately and measurably**.

CLASS OPTIONS					
Course Name	Speaker	Description	Audience	Roofing Focus	Care Credits
Master Negotiations Workshop	Shawn Doyle	Learn the skills you need to raise sales performance including conveying your value proposition, holding and defending your price, and closing more sales.	Business Owners, Sales Team Distribution	Residential & Commercial	3 Credits
Master the Art of Questions	Shawn Doyle	Master the art of asking questions to get the information you need and close the deal on your terms. Hone your discovery skills with an interactive training session on the craft of strategic and thought-provoking questions, discovering underlying customer needs, creating value around your offerings, uncovering and handling true objections, and developing a sense of urgency to encourage the customer to act now.	Business Owners, Sales Team Distribution	Residential & Commercial	1 Credit
Storm Restoration for the Master Roofer	Wade Baughn	Practical, hands-on knowledge for maximizing your sales by capitalizing on insurance jobs. Turn those bundles into squares by using local codes and manufacturer's instructions to get more out of each claim.	Business Owners, Estimators	Residential & Commercial	3 Credits
			Distribution	Residential	1 Credit
Decoding Financing	Jeff Brett	Learn how to sell financing to homeowners by setting a pricing strategy, understanding the costs, and selling it in the home.	Business Owners, Sales Team	Residential	1 Credit
Creating Value to Upsell with Ease	Brad Corbin HiRevPro	Position and sell the roof in a way that creates value around the components and add-on features to easily upsell and increase your profits.	Business Owners, Sales Team	Residential	1 credit
Driving Success through Structured and Systematic Growth	Breakthrough Academy	Get to the next level with proven techniques and practices related to finance and personnel. Walk away with actionable tools to help with setting budgets, hitting sales targets, and managing your organization.	Business Owners, General Managers	Residential & Commercial	3 Credits
Commercial Maintenance	Greg Hayne	Learn the value of maintenance and how to sell it to create a recurring revenue stream.	Business Owners	Commercial	3 Credits
Fundamentals of Canvassing	Sam Taggart	Learn how to start a canvassing program from hiring the right salespeople to crafting an opening statement.	Business Owners, Sales Team, General Managers	Residential	3 Credits