



## Continuing Education Program Guide

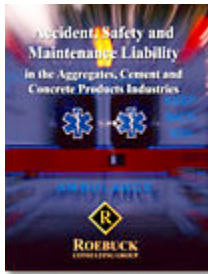
### Overview

Successful business leaders understand that continuous learning is competitive leverage and human capital is arguably the most critical resource for profitable business growth. As authors of over 20 industry specific continuing education programs, Roebuck has provided instruction to over 6,000 people in the areas of sales, operations, customer service, technical services, administration, and risk management. Combining instructor led and distance based e-Learning reinforcement sessions, Roebuck offers both individual courses and customized curriculums for companies to implement business best practices that generate optimal financial returns.

### Programs Include:

- Accident, Safety and Maintenance Liability
- The Art of Successful Negotiation
- Concrete Products from an Owner's Perspective
- Concrete Products Zero-Based Budgeting and Forecasting
- Construction for Non-Construction Professionals
- Customer Purchase Orders and Materials Contracts: The Danger Within
- Customer Service Key Performance Indicators
- Differentiation for Competitive Advantage
- Effective Sales Call and Presentation Skills
- Effective Supervision within the Law
- Environmental, Health and Safety Standards
- High Performance Fleet Maintenance
- High Performance Leadership
- High Performance Operations Management
- High Performance Personal Productivity
- High Performance Plant Maintenance
- Litigation Prevention
- Performance Products
- Strategic Planning for Success
- World Class Customer Service: The Perfect Order
- NRMCA Certified Concrete Sales Professional
- NRMCA Concrete Parking Areas

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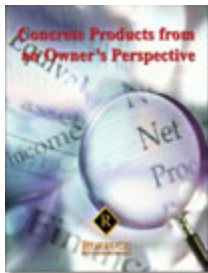
## Accident, Safety and Maintenance Liability

Recent litigation and landmark court decisions make accident, maintenance and safety issues fertile ground for costly litigation in the workplace. In this one-day continuing education program, discover how to protect a construction or construction materials business and yourself from liability issues that may arise. Using a case study based approach, learn how proactive programs designed to prevent liability reduce the cost of doing business in today's litigious business environment.



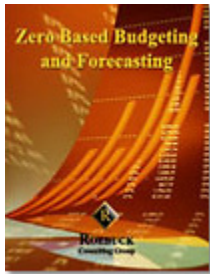
## The Art of Successful Negotiation

The ability to establish value and engender loyalty among customers is an art form – and the deals you make are the ones you get to live with in a competitive marketplace. In this three-day continuing education program, participants are provided with the skills to think like and anticipate the moves of both the buyer and seller, understand how and when to generate profitable business, and how to forge long term relationships with valued customers. The course features interactive role play case studies and situation analyses that sales professionals encounter in their daily activities.



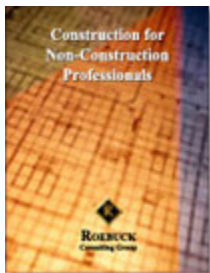
## Concrete Products from an Owner's Perspective

Applicable to anyone involved in or serving the concrete products industry, this one-day program features a comprehensive analysis of the operations of a successful concrete products business from an owner's perspective, with emphasis on delivering superior customer service. The course emphasizes understanding the balance sheet and income statement, contribution margin development, break-even analysis, critical business drivers, key performance indicators (KPI's) and project pricing for optimal returns in the concrete products industry. Practical case studies and situation analyses are included.



## **Concrete Products Zero-Based Budgeting and Forecasting**

Concrete Products Zero-Based Budgeting and Forecasting is an industry specific one-day continuing education program providing financial as well as non-financial professionals with a dynamic tool that team members can use to create annual budgets and forecast updates. The program offers participants the opportunity to build budgets, run situational analyses, and then see the comparative financial impact on performance.



## **Construction for Non-Construction Professionals**

This two-day interactive and participative program explores construction in terms that non-contracting industry professionals can easily understand. The course begins with construction industry historical financials to offer participants insight into the competitive, demanding and high-risk nature of their contracting customers. Construction industry metrics are then reviewed, followed by a discussion of the critical business drivers and key performance indicators that govern the success or failure of contractors today. Participants are then guided through a review of construction documents, the application and use of construction drawings, and estimating, planning and scheduling so they may become more knowledgeable about the business of their customers.



## **Customer Purchase Orders and Materials Contracts: The Danger Within**

Take a behind-the-scenes look at the language and intent of customer purchase orders and materials contracts in this interactive and participative one-day session. Using a case study based approach, participants are shown the liability they accept through negligence and “blind acceptance” of purchase orders and materials contracts, and the impact these oversights can have on their relationship with customers. Deliverables include a dynamic display purchase order model in which participants are able to review standard verbiage, identify common problem areas and select corrective action alternatives. The model becomes a permanent resource upon program completion.



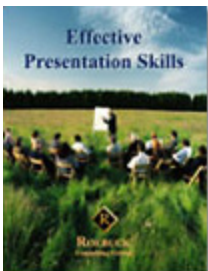
## Ready Mix and Masonry Customer Service Key Performance Indicators

Critical business drivers and key performance indicators are the early predictors of financial performance. When empowered with the knowledge and ability to act, field personnel and middle management hold the key to optimizing earnings in the concrete products industries. This interactive and participative one-day program focuses on understanding the critical business drivers and key performance indicators of a concrete products business as seen from the vantage of the customer service department. Participants will learn to utilize and manage customer service metrics including scheduled and actual yards or units per scheduled trucks per day, on-time delivery percentage, ticket through out-the-gate time, start-up and shut-down time, and cubic yards or equivalent units per delivery and payroll hour, with the emphasis of delivering excellent customer service.



## Differentiation for Competitive Advantage

This three-day seminar is specifically designed for those wishing to provide differentiated products and services in a competitive business environment. Participants are first offered an analysis of the conventional method of contract delivery known as “Lump Sum Bid” compared to various methods of negotiated contract delivery, including Construction Management, Design/Build-Negotiated and Negotiated General Contracts. Participants are then offered “how, where and when” to approach owners, developers, architectural and engineering firms, general and subcontractors to maximize opportunities for differentiation through industry specific marketing, branding and partnering strategies and initiatives.



## Effective Sales Call and Presentation Skills

In the fast-paced environment in which business operates today, people find it increasingly difficult to secure quality time in front of valued customers. In this interactive and participative three-day course, participants are offered the opportunity to build their skills in the areas of planning, developing and delivering

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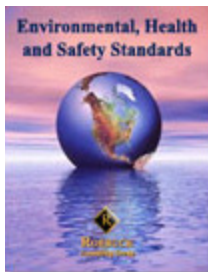


effective sales calls, identifying decision-makers, knowing their customers, and discovering preferences for interaction. The program includes individual and group exercises, case study analyses and role play presentation simulations.



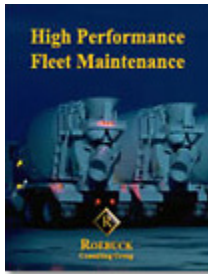
## **Effective Supervision within the Law**

Proper supervisory techniques equate to compliance with the law and reduced liability in the workplace. Effective Supervision within the Law is a comprehensive three-day program of instruction in labor and employment law designed for anyone who leads, supervises or manages others. Topics include age, disability, gender, and race discrimination; sexual harassment; wage and hour and OSHA compliance. The industry-specific program translates legal principles into easy to follow day-to-day application, which offers practical solutions to avoid employee-related legal problems in the workplace while simultaneously sensitizing supervisors to situations where seeking the advice of Human Resource professionals or legal counsel is advised.



## **Environmental, Health and Safety Standards**

This one-day industry specific course features a comprehensive review of environmental compliance standards, behavioral-based safety incorporating client specific policies and procedures, leadership techniques for creating an organizational culture of safety, and the importance of image and appearance as a core component of a safe and secure work environment. Individual and group case study exercises replicating the daily activities of team members are included to underscore the lessons learned throughout the program and to encourage behavior modification.



## High Performance Fleet Maintenance

This one-day industry specific continuing education program begins with a review of the applicable types of rolling stock to include ready mix, flat bed and lift trucks, overhead gantry, walking and tower cranes, concrete pumps, front end loader and unloading equipment. Components discussed include engines, power and drive trains, frames, axles, lift assemblies, brakes, tires, tie-down assemblies, drums, chutes, cabs and electrical systems. Participants are then offered a primer in predicting maintenance failures, followed by the review and discussion of an effective preventative maintenance program inclusive of a pre- and post-trip inspection checklist.



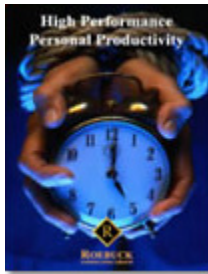
## High Performance Leadership

Quality people are critical to the success of almost any organization, and their absence severely limits company earnings and growth potential. This interactive and participative program provides coaching and mentoring skills to recruit, develop and retain high performance leaders in today's competitive marketplace. The industry specific one-day course also includes an assessment tool for quantifiably measuring individual growth in the pursuit and achievement of position and company specific goals and objectives.



## High Performance Operations Management

It is often difficult for companies to allocate the time and resources necessary to develop the business skills and acumen employees need to effectively manage an operation. High Performance Operations Management is an interactive and participative two-day course designed to develop future leadership while efficiently managing operating costs. The program emphasizes the six key dimensions of a concrete products operation: safety, quality, efficiency, maintenance, appearance and administration.



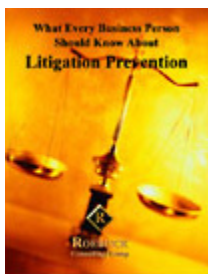
## High Performance Personal Productivity

The one-day program presents team members with continuing education that meets the productivity requirements of both the organization and the individual. The ability to effectively manage personal productivity while leading others to be more productive is essential within management and supervisory teams today. The High Performance Personal Productivity program offers team members the opportunity to strengthen time management skills as well as boost personal productivity through the adoption of time-tested principles of personal effectiveness.



## High Performance Plant Maintenance

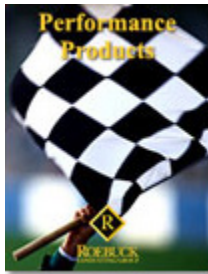
Sound maintenance techniques are necessary for both efficient operations and in delivering exceptional customer service. High Performance Plant Maintenance is the catalyst to the development and customization of practices necessary to eliminate unscheduled plant interruptions. Plant components discussed include compressors, motors, conveyors, bins, silos, dust collection systems, electrical systems, scales and gates. The one-day program also features a pre-shift inspection process and a comprehensive industry specific preventive maintenance program that translates into minimal downtime and maximum productivity.



## Litigation Prevention

In the complex business environment of today, leaders must understand the critical role of litigation prevention. Discussion topics in this one-day forum include: what every business person should know about lawyers but lawyers will never tell you; the cause of lawsuits and how to avoid them; when to fight and when to settle; when and how to sue; and dispute resolution following a lawsuit. Discuss these issues and learn how best to manage the business of litigation, lawyers and litigants, from a trial lawyer who makes it his business to sue others and who has represented plaintiffs and defendants alike in a broad variety of business and personal injury disputes.

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## Performance Products

Performance Products is a two-day customized course featuring a comprehensive review of the application of products manufactured and sold in the construction materials industries. Offered with either a sales or operations focus, the program affords sales team members the ability to articulate the features and benefits of branded and specialty products, while simultaneously offering operations team members the ability to understand the impact of quality on the use of products in the field. The program may be customized for any construction material emphasis.



## Strategic Planning for Success

Charting a company's course to success in a fiercely competitive environment is challenging in a global marketplace. This two-day interactive workshop explores the importance of strategic planning in developing and implementing actionable field initiatives. The program offers participants the opportunity to learn how to develop and implement a strategic plan, and, using an "in house" case study based approach, derive and refine a working model that can be used in actual business situations.



## World Class Customer Service: The Perfect Order

Too often in the construction materials industry, customer service is relegated to the reactive function of taking orders at the whim of the customer and at the expense of the producer. This three-day interactive and participative workshop emphasizes providing excellent customer service through the development of proactive order taking processes, efficient scheduling and shipping procedures. Participants are offered the skill sets necessary to consistently create the perfect order; one that is efficient for the company and delivers exceptional service to valued customers.





## **NRMCA Certified Concrete Sales Professional**

This 16-day certification program for concrete sales professionals is divided into four modules: Technical and Product Knowledge, Customer Business Knowledge, General Business Knowledge and Professional Sales Skills. Roebuck Consulting Group served as the heavy content editor for the program, and several of the firm's members were among the first instructors certified to teach all four modules. To date, Roebuck has taught the course to thousands of participants throughout North America.



## **NRMCA Concrete Parking Areas**

This three day comprehensive continuing education program emphasizes all pertinent aspects of concrete parking area promotion, to include opportunity identification, prospecting and pre-call planning, design and construction methodologies, and presentation skills. The program also features education and instruction in the use of NRMCA's Concrete Parking Area Tool Kit and Life Cycle Cost Analysis spreadsheet. Participants are offered the opportunity to build their concrete parking area sales and marketing skills through a combination of individual and group exercises and interactive case studies. Roebuck Consulting Group authored the program, and the firm is available to provide instruction for both the NRMCA standard format as well as a customer-specific curriculum.