



Lumber Industry News Express

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April Class Spotlight: Estimating - Rogers



April 7th-9th Rogers Activity Center

315 W Olive St
Rogers, AR 72756
479-631-0336

Here is what a student in Casey's Estimating KC class said:

"Thanks for allowing me to attend the WBMA training this week. Casey, it was interesting to hear about the years of experience in the industry in the Northwest, having worked in everything from a lumber yard to a door and mill shop specialist to instructor. Your accumulation of knowledge, experience and the formulas used for manual take-offs was very helpful in gaining a deeper understanding on, not only construction, but estimating. You brought a wealth of knowledge gathered from

builders, suppliers and mills going back many decades of proven estimating. I see this knowledge base complementing our computer based estimating software, and giving me a whole new appreciation for how it is a real time-saver! Mike, thanks for keeping the program on track and providing the great meals! Thanks for the opportunity to add to my understanding of estimating materials."

Learn how to read blueprints and do a material take-off. Discover short-cut formulas that will speed up the material take-off process. Estimating 3 takes students beyond the basic construction take-off. Students choose which days to attend - day 1 & 2, day 2 & 3 or all three days.

Register [HERE](#)

Paper form [HERE](#)

The class will be held in Suite E at the Rogers Activity Center

Mid-America Lumbermens has arranged a hotel room block at:

Embassy Suites Northwest Arkansas Hotel, Spa and Convention Center

In order to receive the hotel block rate, contact Embassy Suites directly at (479)254-8400, or go to (www.northwestarkansas.embassysuites.com) and input group code: **MAL**

Room rates start at \$149/night, expires on 3/13/20

Member

2-day class - \$495/person

2-day class (three or more attendees) - \$470/person

All 3 days - \$695/person

All 3 days (three or more attendees) - \$670/person

Regular/Non-Member

2-day class - \$745/person

All 3 days - \$945/person

Can't make it to the April class? Looking for other topics? Check out the full education calendar for MLA 2019-2020 [HERE](#).

How Sales Professionals Can Become More Persuasive **by Jeff Beals**

Some people are blessed with a natural ability to get what they want. They have an innate ability to influence people, sway opinions and win arguments. While such "mind powers" are instinctive to some, most of us have to work hard to persuade people to our way of thinking. Fortunately, persuasion and influence cannot only be learned; they can be mastered.

Have you ever read Robert Cialdini? He's the "Godfather of Influence" and the author of *Influence: The Psychology of Persuasion*, one of the most influential business books of the past 30 years. More recently, he authored *Pre-Suasion: A Revolutionary Way to Influence and Persuade*.

Much of Cialdini's work is focused on helping people master "leadership's greatest challenge - getting things done through others." But the skills employed by

accomplished leaders are quite similar to those needed in sales. Let's look at Cialdini's Six Principles of Influence through a sales lens:

To read more, click [HERE](#)



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Life & Disability Income | Workers Compensation
Business Succession and Estate Planning | Bonding

Apply for the 2020 Scholarship!

The MLA scholarship program is ready for 2020, helping students in Kansas and Missouri. Annually, the Missouri, Kansas state committees make funds available for scholarships to assist employees' children and to support employees pursuing continuing education. These are grants – not loans – and do not need to be repaid.

Applications are currently available on the MLA website [HERE](#)

To qualify for an award, complete and return the application. Be sure to send a current photo with the application for publicity purposes!

Deadline to apply is Wednesday, April 15.

Federated Insurance - Fire Prevention Checklist

Every year, business owners experience property losses totaling billions of dollars due to fire. Fires can destroy not only buildings and property, but also people's livelihoods, sense of security, succession plan, and community at large.

Investigations reveal that most fires can be prevented if businesses consistently pay attention to a few, very specific hazards. To help you and your employees make it home safely each day, your Federated Insurance team has created a customizable [Fire Prevention Checklist](#) that can be tailored to your unique industry and exposures.

This sample checklist helps you identify and implement fire prevention practices that are needed most and can significantly impact your business. The checklist includes a few common fire hazards and also allows you the flexibility to add the unique risks and exposures your business faces.

View the checklist [HERE](#)

Overcoming Objections by Jeff Beals

Most sales reps believe there are an infinite number of objections that a

prospective client could give them, but objections really boil down to just a handful of things:

Competitor: "We already work with X."

Timing: "Call me back next quarter."

Price: "We don't have the budget"

Limitations: "Can you do X, Y and Z?"

Lack of Value: "Send me some information."

Most reps don't like dealing with objections, and there are several reasons why. Some objections come across like rejections, and that simply doesn't feel good. Most of us fear rejection at some level. Other objections could signal that we'll lose the deal, and we only get paid if we close deals. Still other objections are tricky - they're just plain difficult to respond to in a calm, convincing way.

Read more [HERE](#)

Classified: Now Hiring!

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Mid American Lumbermens Association | 701 Decatur Ave N, Suite 105, Golden Valley

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