



**2024-2025
MEMBERSHIP**

NSAA MEMBERS :: 2023-2024



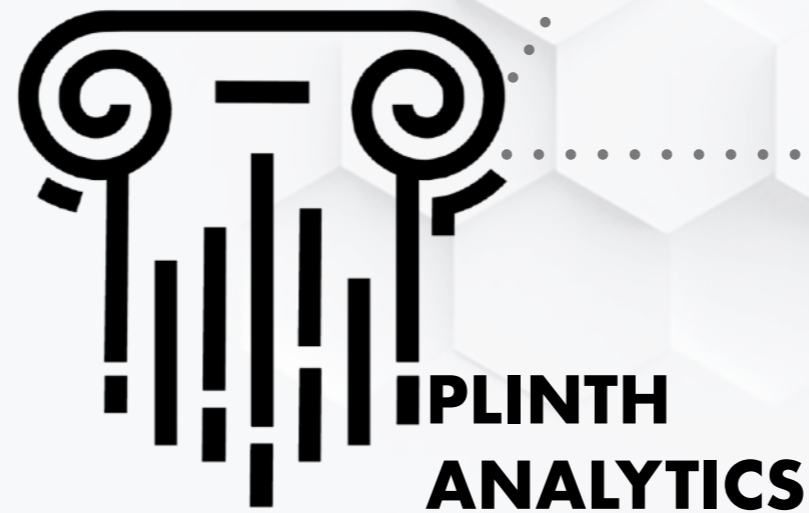
NSAA FIRST PRINCIPLES

MISSION

TO BRING TOGETHER THE MOST INNOVATIVE AND INSIGHTFUL SALES-FOCUSED LEADERS IN THE LBM INDUSTRY TO LEARN FROM ONE ANOTHER—AS WELL AS SALES PERFORMANCE ANALYTICS—IN ORDER TO DRIVE CONSISTENT AND PROFITABLE GROWTH REGARDLESS OF MARKET CONDITIONS.

VALUES

- CANDOR
- CURIOSITY
- COMMITMENT
- COLLABORATION
- ACCOUNTABILITY
- POSITIVE ATTITUDE
- DELIVER VALUE FIRST



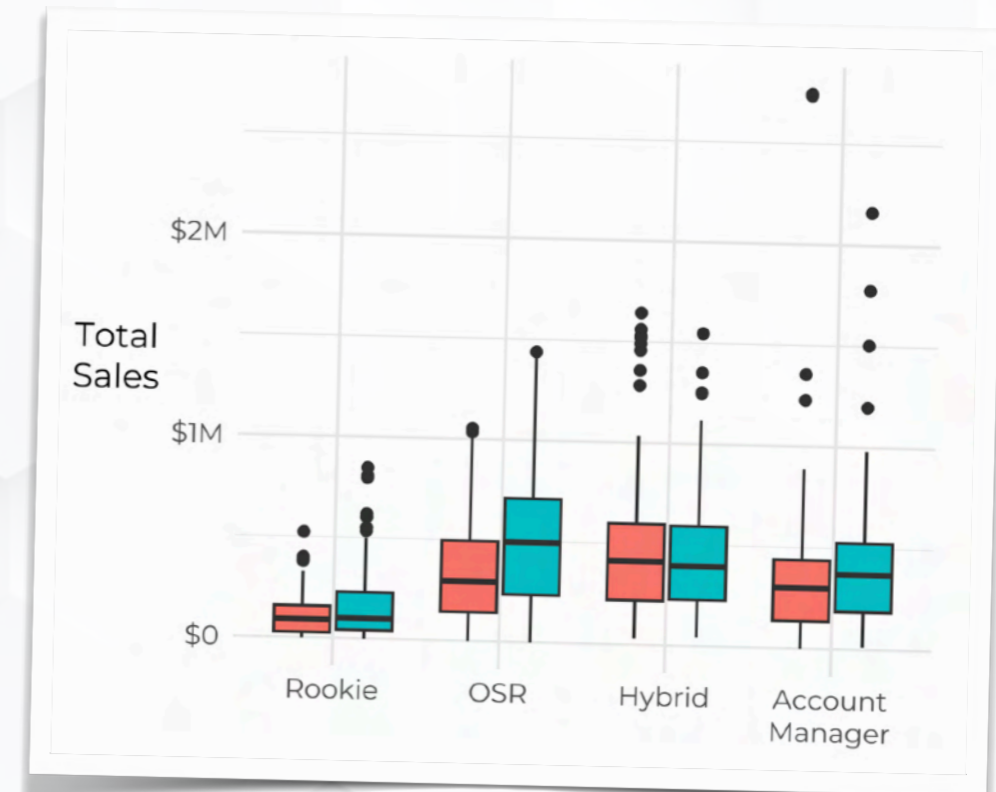
NSAA BUSINESS IMPACT



**CASON SHRODE
PRESIDENT**

“The NSAA has been a transformational experience for us. The innovative approach to data analysis had a significant impact in all aspects of our sales process— from roster construction, ROI of our sales team, to driving future results. With Bradley’s expertise and his ability to drive our engagement, we’ve gained not only invaluable insights into our sales performance but also a feast of best practices from some of the industry’s top organizations.

If that wasn’t enough, the NSAA has also empowered our sales team at the individual level with actionable data and tools, allowing them to focus their efforts more effectively. This has led to increased sales productivity and stronger results to our bottom line.”





ANALYTICS: DEFINED

FORMALLY DEFINED, **ANALYTICS** REFERS TO THE “SYSTEMATIC COMPUTATIONAL ANALYSIS OF DATA AND STATISTICS USED TO DISCOVER, INTERPRET, AND COMMUNICATE MEANINGFUL PATTERNS TO DRIVE BETTER DECISION-MAKING.” FOR OUR PURPOSES AT THE **NSAA**, IT REFERS TO THE FOLLOWING FOUR CATEGORIES OF DATA. WHEN WE HEAR SALES LEADERS SAY, “OH, WE HAVE ANALYTICS ALREADY,” THEY ARE REFERRING TO ONLY THE FIRST TWO CATEGORIES NOTED BELOW. MEMBERS OF THE NSAA WILL HAVE ACCESS TO INSIGHTS FROM ALL FOUR CATEGORIES.

TYPICALLY QUANTIFIED		UNQUANTIFIED	
PAST	FUTURE I	FUTURE II	FUTURE III
THROUGH YOUR SYSTEM	IN YOUR SYSTEM	NOT IN YOUR SYSTEM	NOT IN YOUR SYSTEM
<ul style="list-style-type: none"> REVENUE GROSS MARGIN GROSS PROFIT DOLLARS 	<ul style="list-style-type: none"> QUOTES ORDERS INVOICES 	<ul style="list-style-type: none"> PRE-QUOTE ACTIVITY FROM CUSTOMERS VALUE OF PROSPECTING EFFORTS <ul style="list-style-type: none"> EXISTING ACCOUNTS HOT PROSPECTS IN PROGRESS PROSPECTS TARGET PROSPECTS 	<ul style="list-style-type: none"> PREDICTIVE ANALYTICS MACHINE LEARNING INCLUDE MACRO INDICATORS <ul style="list-style-type: none"> SCHILLER-CASE INDEX CONSUMER SENTIMENT INDEX CORE CONSUMER PRICE INDEX

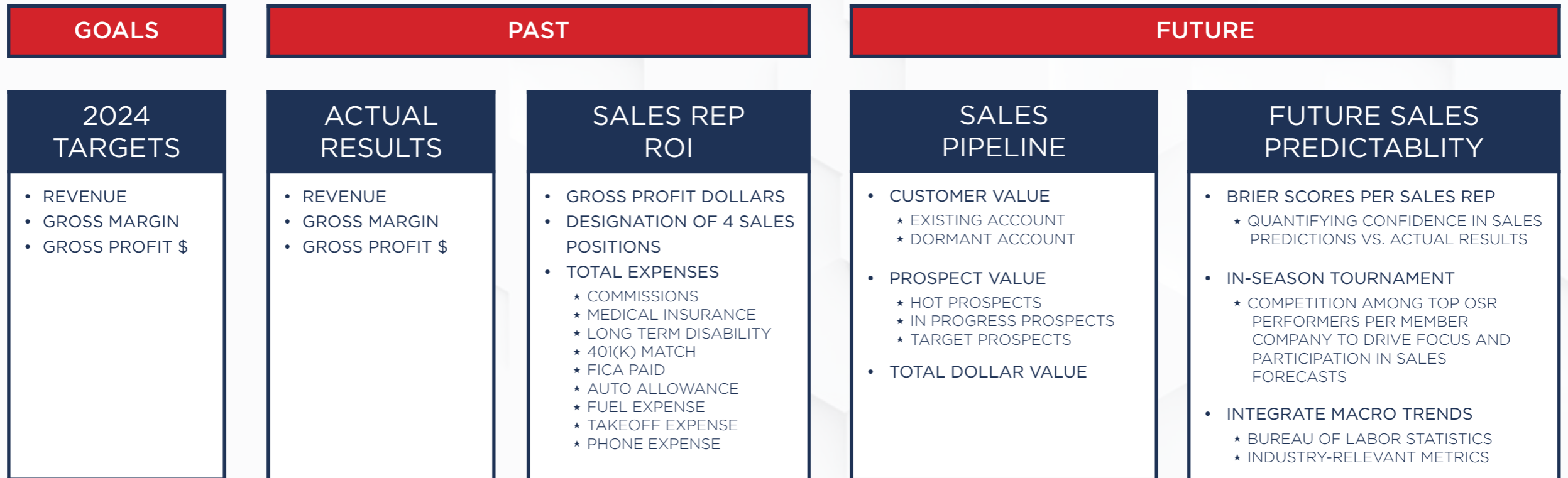
A NOTABLE OMISSION HERE FOR NEARLY ALL LBM DEALERS IS A MONTHLY **RETURN ON INVESTMENT (ROI) CALCULATION PER REP**

A NOTABLE OMISSION HERE FOR NEARLY ALL LBM DEALERS IS WHAT WE CALL **AMP VALUE: AVERAGE MONTHLY PIPELINE VALUE** WHICH VALUES PRE-QUOTE OPPORTUNITIES WITH DIFFERING APPLIED PROBABILITIES.



5 FOUNDATIONAL SALES PERFORMANCE CATEGORIES

DATA VISUALIZATIONS AND INSIGHTS WILL BE GENERATED THROUGH THE MONTHLY COLLECTION AND SHARING OF THE FIVE FOLLOWING CATEGORIES OF SALES PERFORMANCE DATA.



NSAA INTENTIONALLY DIFFERENT



HOW IS THIS DIFFERENT THAN THE STATUS QUO?

WE'VE INTENTIONALLY BUILT THE NSAA TO CAPTURE THE BEST FEATURES OF EXISTING ROUNDTABLES WHILE ADDRESSING THEIR PRIMARY WEAKNESSES AND COMPLAINTS.

ELEMENT	STATUS QUO	NSAA
Focus	Operations	Sales
Conflicts of Interest	✓	
Key Metrics	The trivial many	The vital few
Equitable Exchange of Ideas	Few consistent givers, too many takers	Accountability to generate and share insights
Insight Sharing in between Events	Ad hoc	Monthly private video podcast for members only
Annual On-Site Workshop	Once or twice per year	Once in the fall
Expert Guest Speaker at Meeting		✓
Tour of Local Business	Inside the industry at a local lumber yard	Outside the industry to drive new insights
Analytics Dashboard		Updated monthly, shared
Access to Dashboard, Insights	Executives	Executives, Sales Managers, and Sales Reps
Sales Pipeline Data Generation		The Simple Sales Pipeline + technical support



After collaborating with more than 100 sales teams in the building materials industry, we found that virtually none had a disciplined, quantitative approach to organizing and evaluating each rep's sales pipeline—so we built one. The Simple Sales Pipeline® organizes and values any sales rep's customers and prospects in under 30 minutes. This confidence-boosting sales tool serves as the investment mechanism to join the NSAA.

NSAA BUSINESS IMPACT



“I wholeheartedly recommend joining the NSAA to any company looking to elevate their business operations. Beyond the practical tools and resources offered, the true value lies in the collaborative community fostered within the NSAA.

It’s a network of trustworthy industry peers, operating in non-competing markets, all dedicated to supporting one another in achieving higher levels of success. The shared insights, experiences, and collective knowledge exchanged within this community have been a game-changer for our business growth.”

VERNON SHALLENBERGER
VP OF SALES+OPS





No. 1 SALES QUESTION: WHAT'S IN IT FOR ME?

THE NSAA IS DESIGNED TO PROVIDE A CONSISTENT STREAM OF INSIGHTS, IDEAS, RECOMMENDATIONS, AND ALTERNATIVES TO HELP YOU MORE CONFIDENTLY BUILD YOUR SALES TEAM, INTENTIONALLY GROW SALES, AND DEVELOP A NETWORK OF THE MOST FORWARD-THINKING LBM SALES LEADERS IN THE BUSINESS TODAY.

every
30
days

PRIVATE VIDEO
PODCAST FEATURING
MEMBER DEALER

EACH MONTH WILL
FEATURE A DIFFERENT
MEMBER SHARING
A NEW STRATEGY,
TACTIC, TOOL,
OR PROCESS.

every
30
days

ANALYTICS DASHBOARD
UPDATE + MEMBER
REPORT SHARED

INDIVIDUAL, TEAM, AND
ASSOCIATION-WIDE DATA IS
UPDATED EVERY 30 DAYS.
MONTHLY NEWSLETTER
ANALYZING TRENDS
IS ALSO DISTRIBUTED.

every
90
days

QUARTERLY LIVE
ONLINE 2-HOUR
MEMBER MEETING

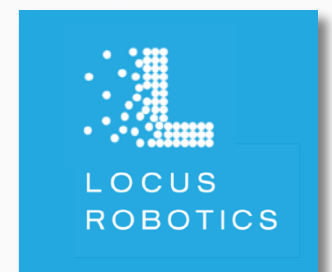
TOPICS ARE GENERATED
BY MEMBERS WITH
RECOMMENDATIONS BY
ANALYTICS EXPERTS.
ENGAGING AND INTERACTIVE
MEETING IS HELD VIRTUALLY.

every

fall

ON-SITE 2-DAY MEETING WITH
NON-LUMBER YARD TOUR, GUEST
SPEAKER & REQUIRED READING

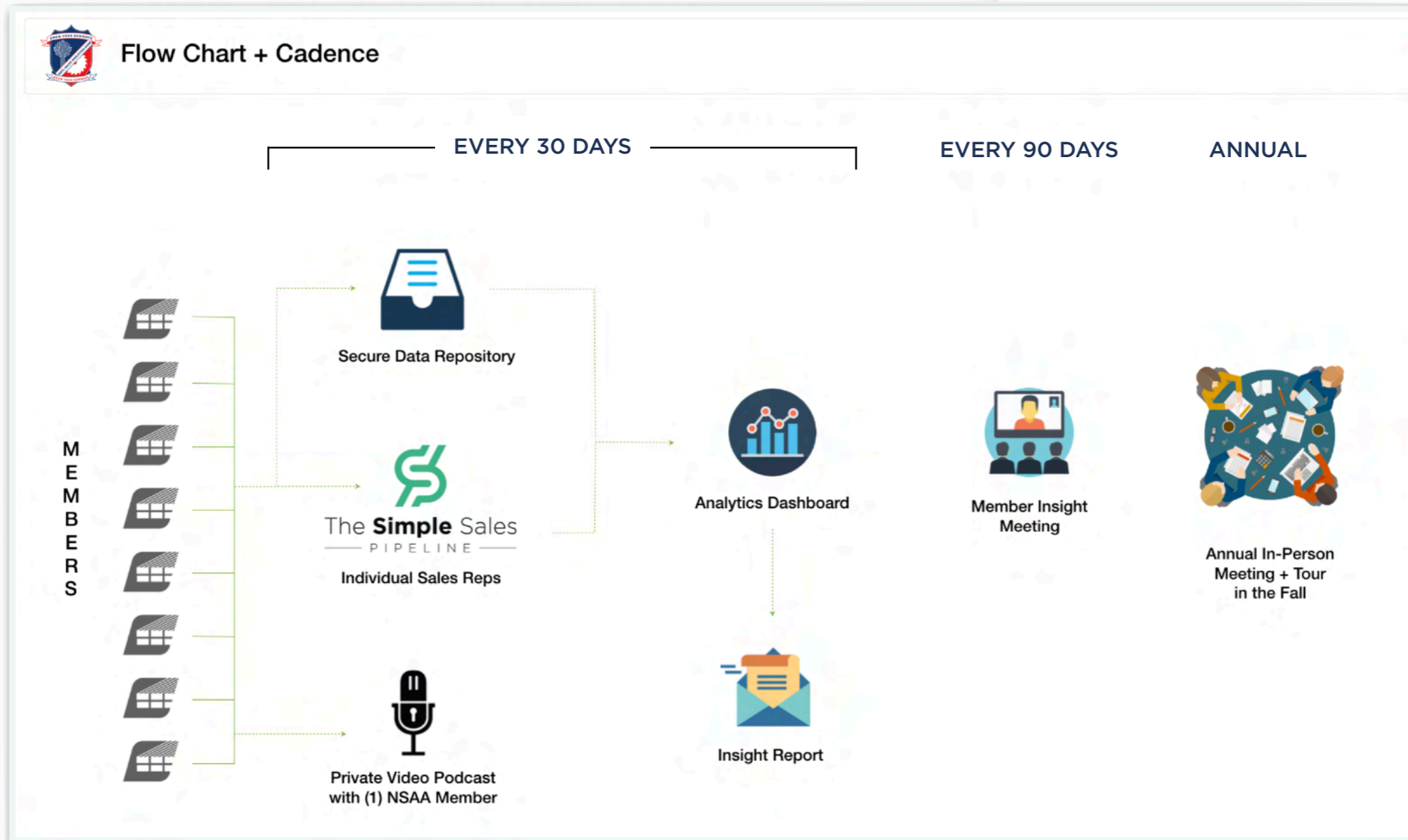
THE 2024 NSAA ONSITE MEETING IS
SEPTEMBER 4-6, 2024, IN BOSTON,
MA. IT WILL BE A 2-NIGHT, 2.5 DAY
INTERACTIVE EVENT FEATURING
A TOUR OF A ROBOTICS
MANUFACTURING FACILITY.



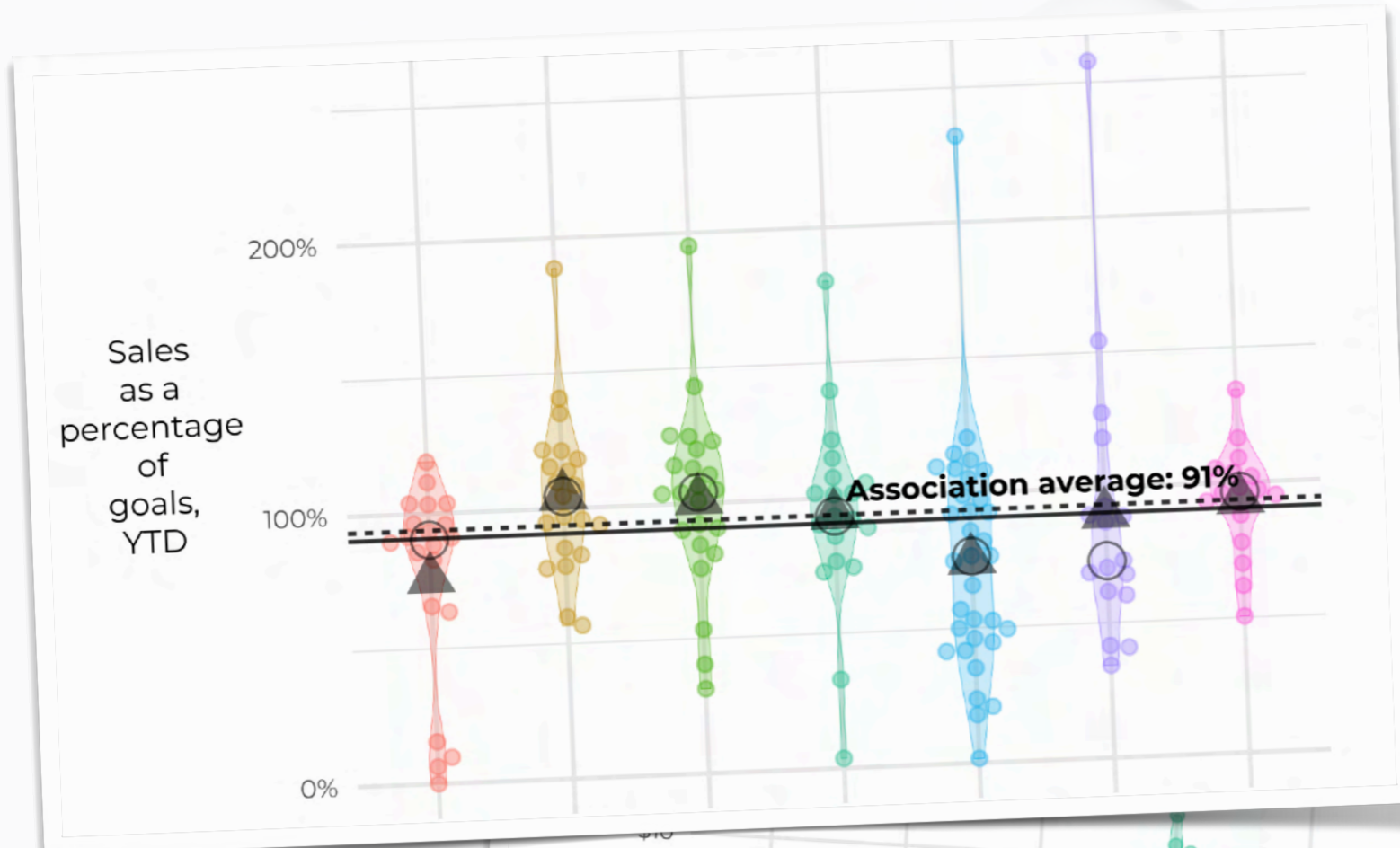
NSAA ANNUAL CADENCE



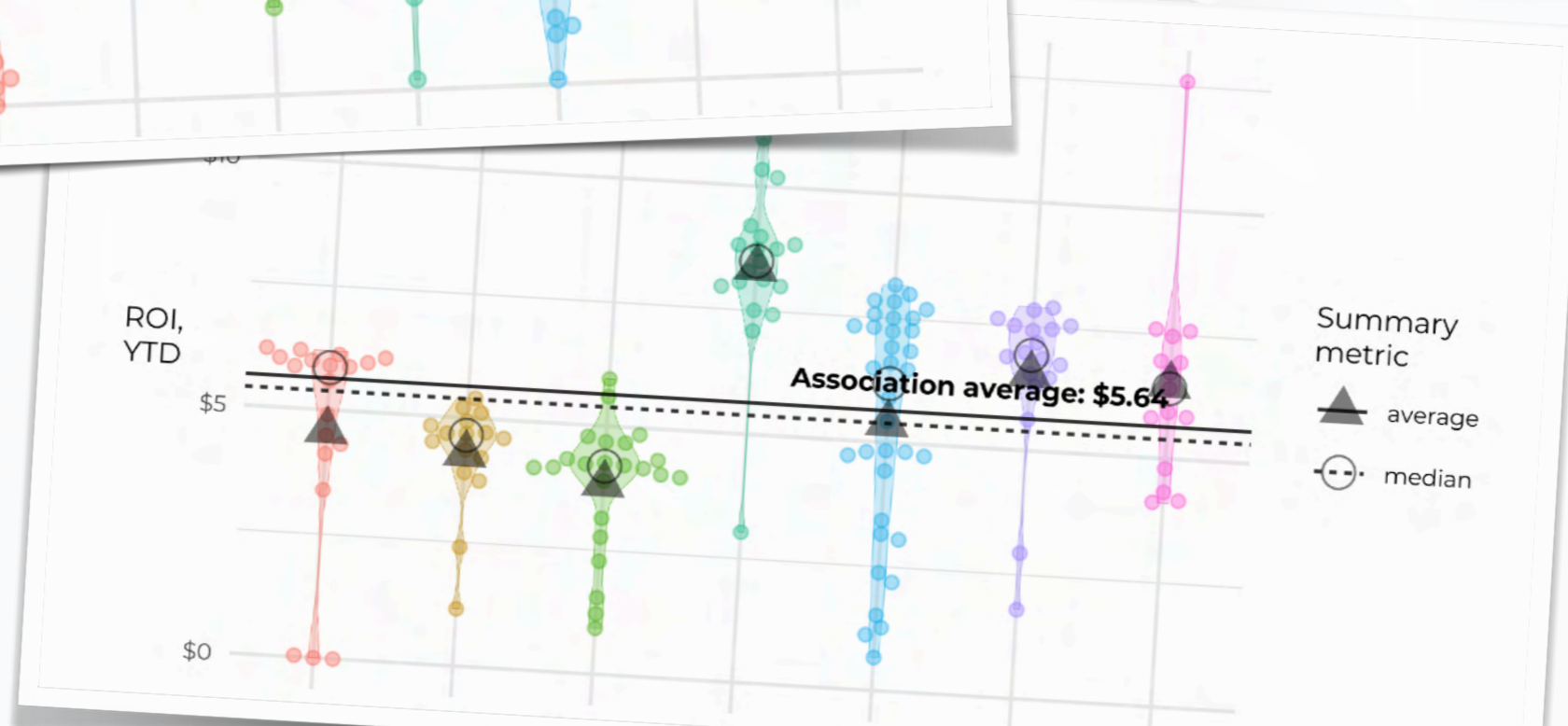
FLOW CHART OF INSIGHTS



NSAA SALES REP RETURN ON INVESTMENT



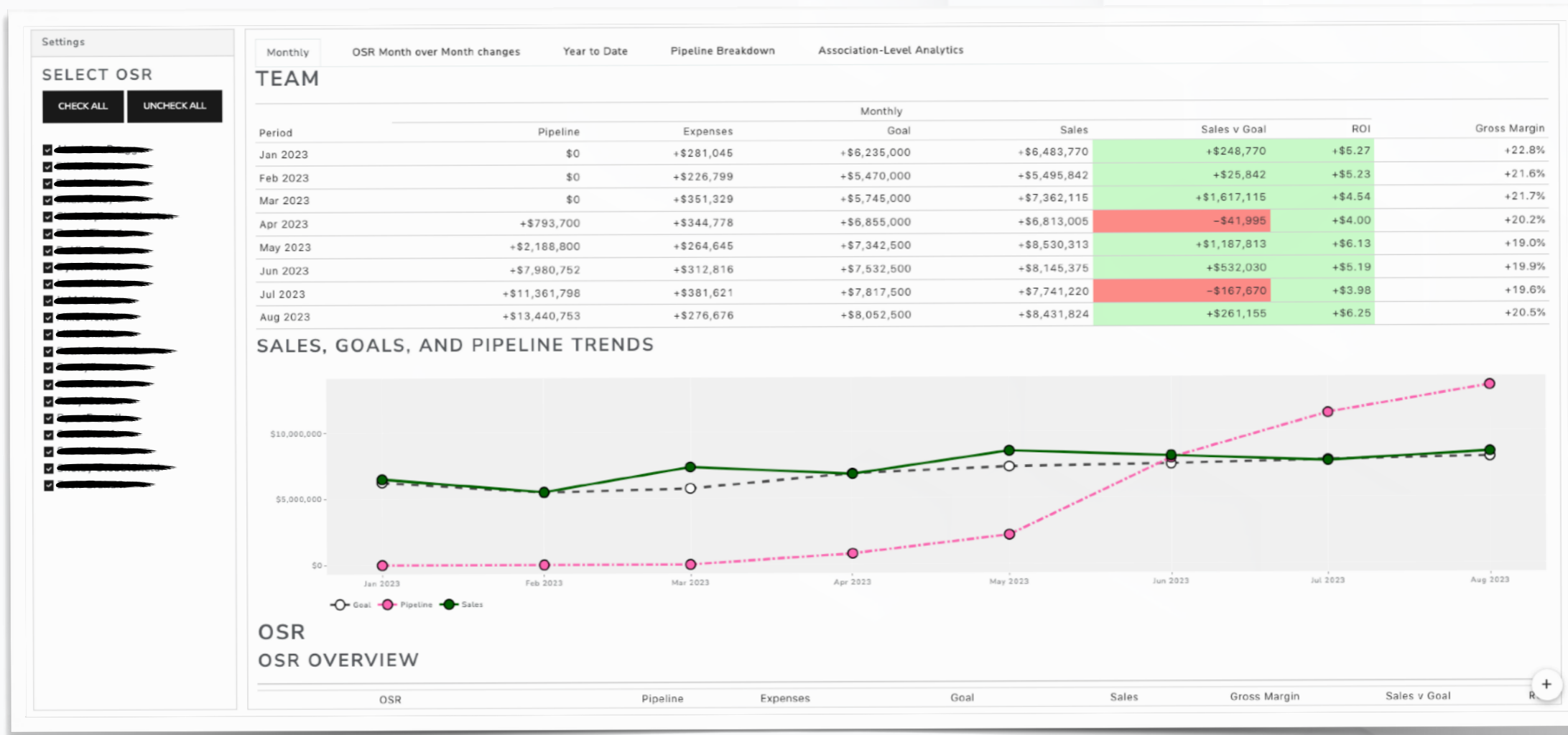
TRACKING ROI—PER COMPANY, PER REP, AND PER POSITION—ALONG WITH TRACKING PROGRESS TOWARD INDIVIDUAL STATED GOALS, REMAINS A TOP PRIORITY.





PIPELINE AND CURRENT-PACE DATA VISUALIZATIONS

IN ADDITION TO TRACKING PROGRESS TOWARD INDIVIDUAL REP AND SALES TEAM GOALS, NSAA MEMBERS WILL ALSO HAVE DATA VISUALIZATIONS FOR FUTURE SALES PERFORMANCE STARTING AT THE INDIVIDUAL REP LEVEL VIA THE SIMPLE SALES PIPELINE APP, ALLOWING FUTURE TREND ANALYSIS TO DRIVE REAL-TIME COACHING.



SALES ANALYTICS THE SIMPLE SALES PIPELINE®



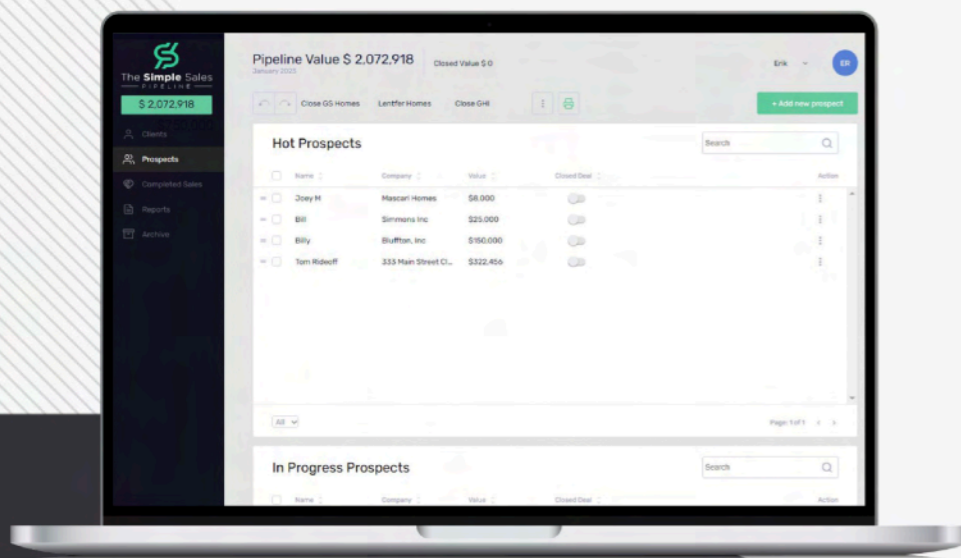
CHERYL JACKSON LEADS OUR SIMPLE SALES PIPELINE AND ONBOARDING OF ANALYTICS CLIENTS

THE PROMISE

THE SIMPLE SALES PIPELINE® WILL ORGANIZE AND VALUE ANY SALES REP'S ROSTER OF CUSTOMERS AND PROSPECTS IN UNDER 30 MINUTES. UPDATE ONCE PER MONTH.

WHAT IT'S NOT

IT'S NOT A CRM SYSTEM THAT WILL COST SIX FIGURES AND TAKE 18 MONTHS TO IMPLEMENT. IT'S NOT A CUSTOM DASHBOARD THAT WILL COST FIVE FIGURES AND TAKE 9 MONTHS TO IMPLEMENT. ANY SALES REP WITH KNOWLEDGE OF THEIR CUSTOMERS AND PROSPECTS CAN ENGAGE WITH THE SIMPLE SALES PIPELINE® TO ORGANIZE, VALUE, AND SHARE THEIR SALES PIPELINE WITH SALES LEADERS TO HELP THEM SELL MORE, FASTER, AT HIGHER MARGINS.



Your Entire Sales Pipeline at A Quick Glance

Generate an instant report that places your entire pipeline on a single page.



Track Wins

One click and your wins are valued instantly—along with your next best opportunities.



Constant Quantification of Pipeline Value

Sell with confidence knowing which deals require your attention and when



Privacy & Security

Full transparency and peace of mind regarding how your data is being used



Instantly Share Pipeline with Sales Leadership

Accurate sales pipelines guide better buying decisions leading to better prices.



Update Instantly

Access your pipeline and update progress instantly on your mobile device.



BUILDING BETTER SALES TEAM ROSTERS

ONE MENTAL MODEL THE NSAA WILL EXPLORE TOGETHER IS THE CONCEPT OF “POSITIONS” WITHIN THE SALES TEAMS.

MANY DEALERS ADMIT TO BROADLY AWARDING THE “SALES REPRESENTATIVE” TITLE—AND THE COMPENSATION AND INCENTIVE PACKAGE—RATHER LIBERALLY, DESPITE KNOWING THAT MANY OF THESE OSRs SPEND THE VAST MAJORITY OF THEIR TIME IN ACCOUNT MANAGEMENT ACTIVITIES OR CUSTOMER SERVICE ROLES.

THE IMPLICATIONS OF RE-IMAGINING THE ROLES WITHIN TEAMS—SALES REP, ACCOUNT MANAGER, AND CUSTOMER SERVICE—CAN HAVE SIGNIFICANT FINANCIAL IMPACTS AS TALENT SCARCITY AND ABUNDANCE IS VALUED MORE APPROPRIATELY.



NEW UPDATE

2024 MEMBER ADVANCEMENT

AT OUR INAUGURAL MEETING IN DALLAS IN SEPTEMBER, MEMBERS AGREED THAT EACH SALES REP WILL BE IDENTIFIED WITH ONE OF THE FOUR FOLLOWING POSITIONS:

S: SALESPERSON DRIVING NEW BUSINESS

A: ACCOUNT MANAGER MAINTAINING EXISTING BUSINESS

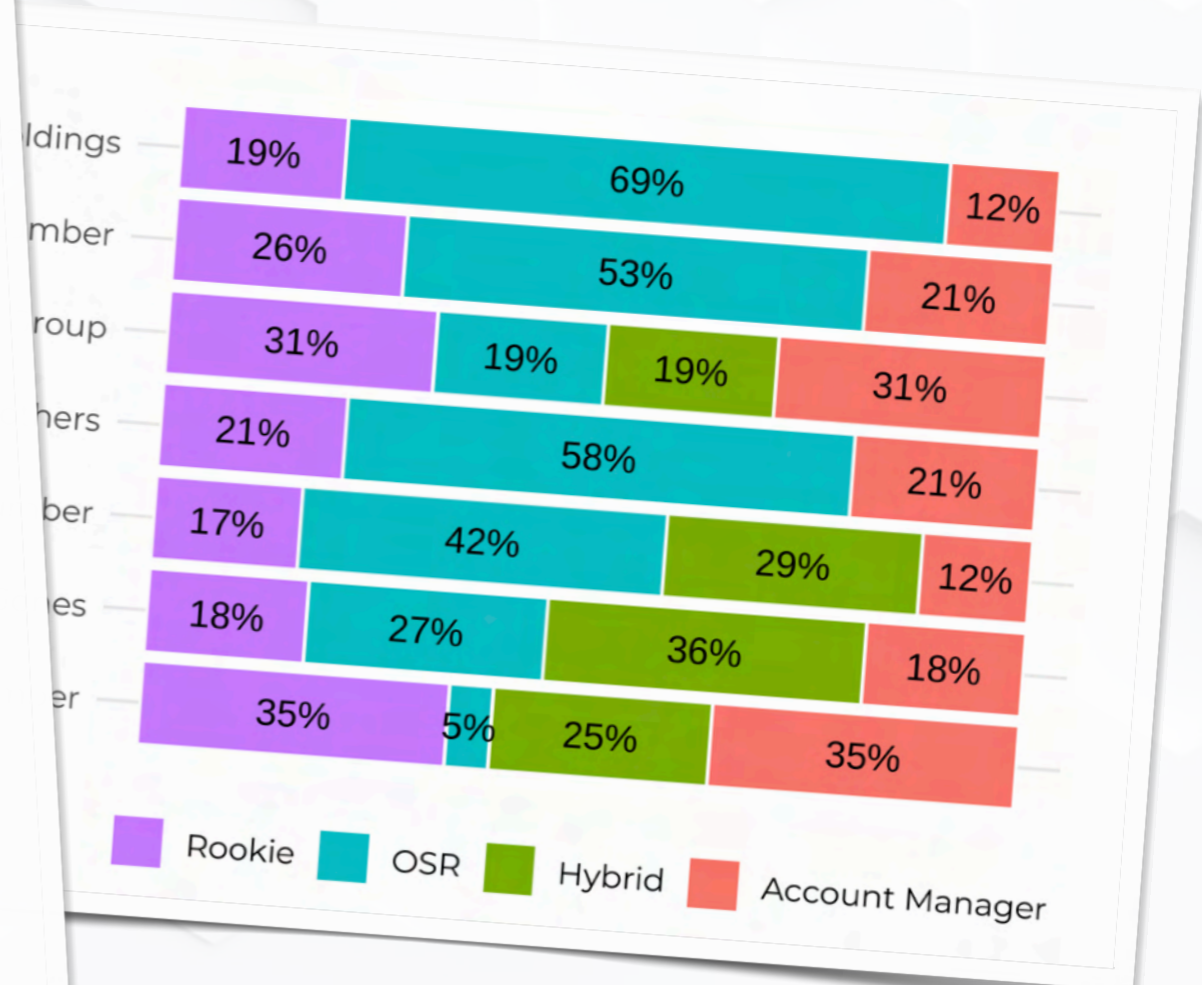
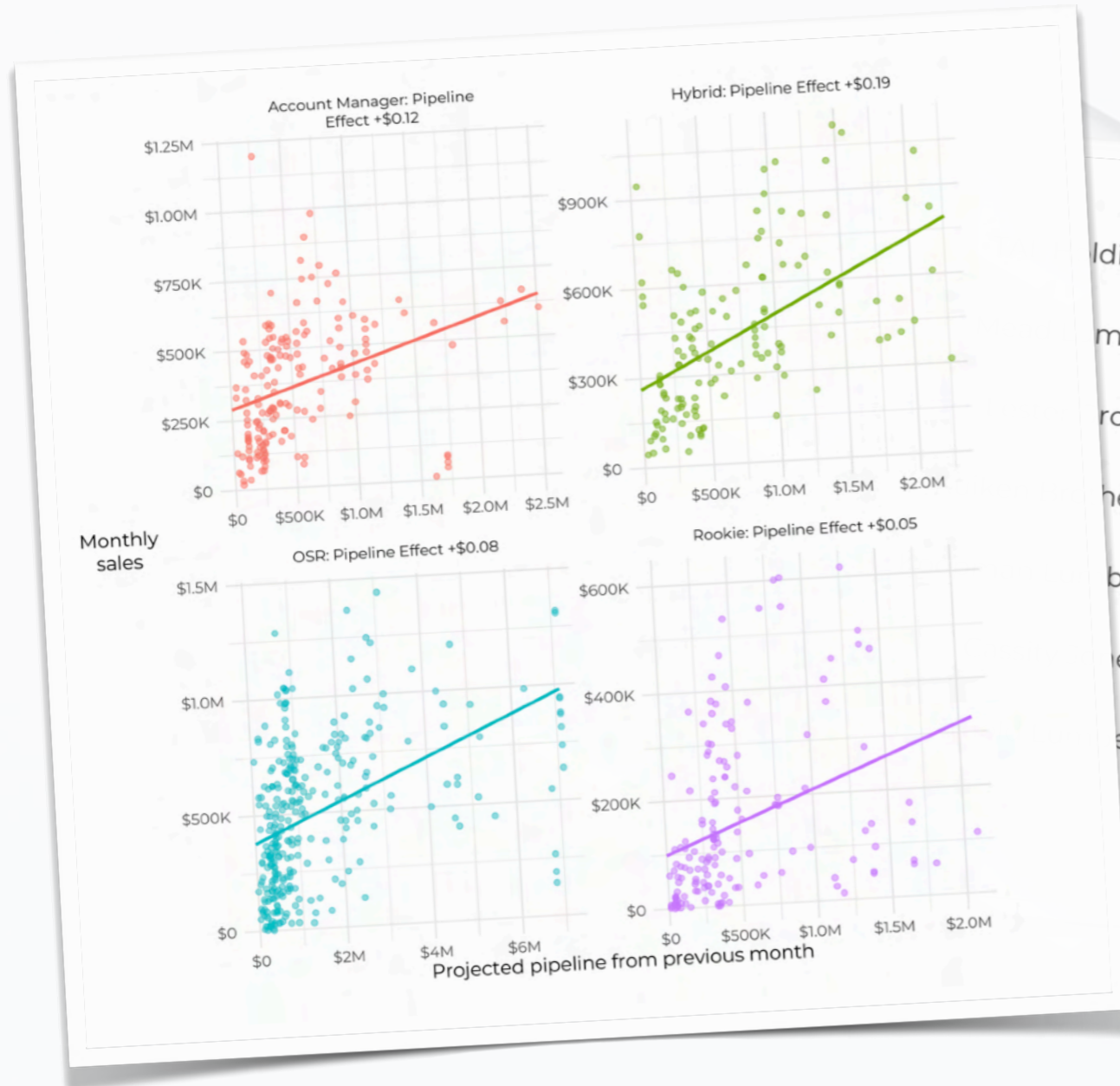
H: HYBRID OF THE TWO ABOVE

R: ROOKIE WITH UNDER 12 MONTHS ON THE ROAD

NSAA SALES POSITIONS



ROSTER CONSTRUCTION ANALYSIS + PERFORMANCE BY POSITION



NSAA 360 SALES ASSESSMENT



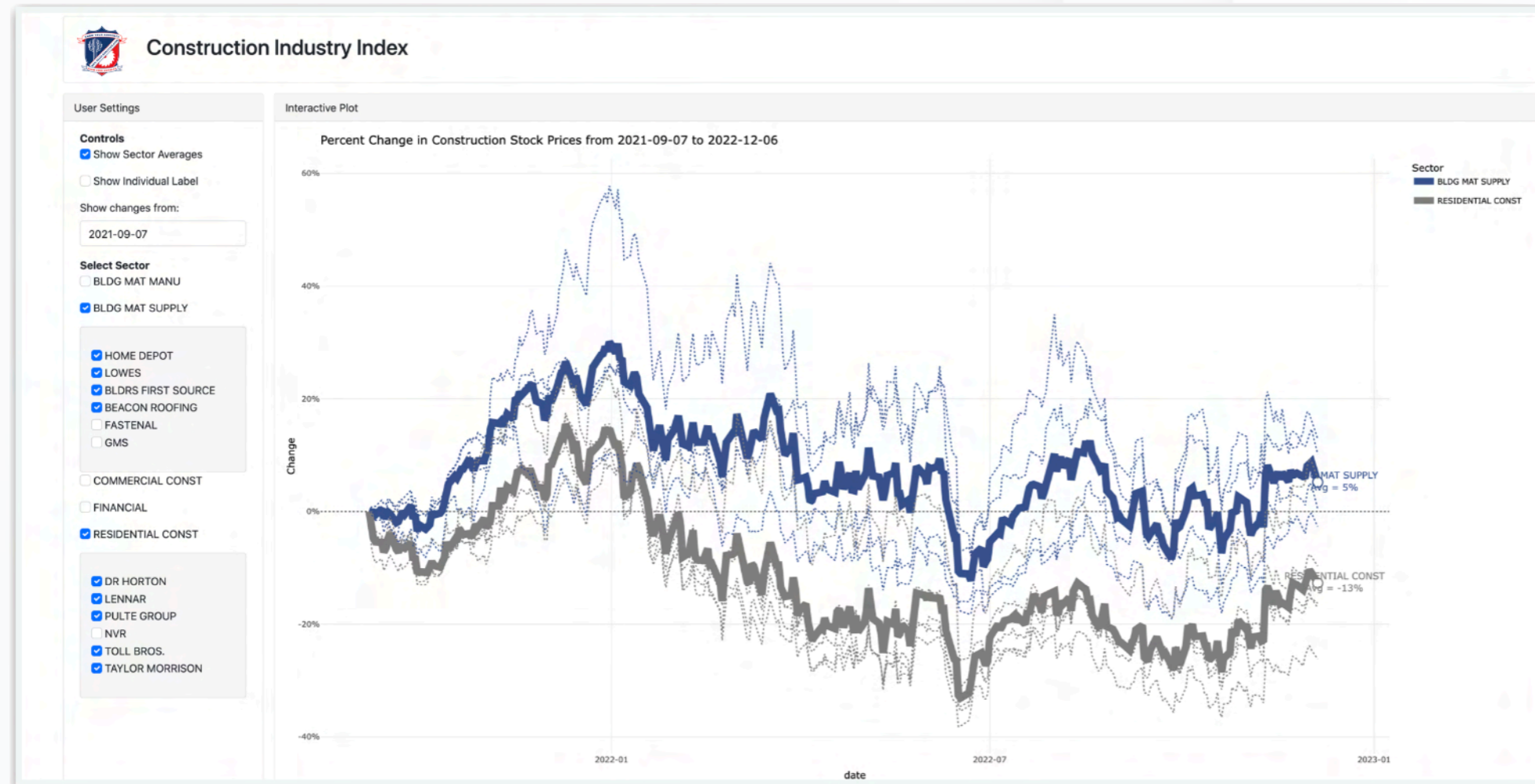
- 6 DRIVERS OF SALES PERFORMANCE
- ESTABLISH YOUR OWN BASELINE
- COMPARE AGAINST PEERS
- MEASURE PROGRESS OVER TIME





CUSTOM DATA VISUALIZATIONS

NSAA MEMBERS WILL VOTE TO DEVELOP NEW PROPRIETARY DATA VISUALIZATION TOOLS. ONE EXAMPLE WE'VE ALREADY ACTED UPON IS THE CONSTRUCTION INDUSTRY INDEX, A TOOL THAT DISPLAYS THE FLUCTUATIONS IN RELEVANT PUBLICLY TRADED FIRMS, INCLUDING RESIDENTIAL, COMMERCIAL, BUILDING MATERIAL MANUFACTURERS, SUPPLIERS, AND HOUSING LENDERS.



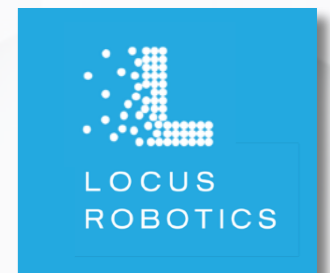
NSAA INVESTMENT

2024-2025 INVESTMENT

\$24,990

WHAT'S INCLUDED

- 12-MONTHS OF SALES PERFORMANCE ANALYTICS
- ACTIVE MONTHLY SALES FORECASTING FOR YOUR TEAM
- FULL-TIME PIPELINE EXPERT NAMED CHERYL TO ONBOARD AND ASSIST MONTHLY PIPELINES
- DATA VISUALIZATION TOOL TO COACH INDIVIDUAL SALES REPS MONTHLY VS. THEIR GOALS
- ACCESS TO DATA VISUALIZATION TOOL FOR EXECs, SALES MANAGERS, AND SALES REPS
- MONTHLY SALES PERFORMANCE STATUS UPDATES BASED ON NSAA BENCHMARKS
- MONTHLY NSAA SALES REPORT SHARING INSIGHTS AND TREND ANALYSIS
- MONTHLY PRIVATE VIDEO PODCAST FEATURING NSAA MEMBER
- INTERACTIVE, ONLINE QUARTERLY SALES WORKSHOP
- 3 SEATS TO THE ANNUAL NSAA SALES LEADERSHIP CONFERENCE + TOUR IN SEPTEMBER 2024



BOSTON



**AS A LEADER,
IT'S YOUR JOB
TO SEE THE FUTURE
AND
ENSURE YOUR TEAM
IS PREPARED
TO THRIVE THERE.**