



“ The success stories we’ve had make it easy to invest in training somebody to learn the right way before putting them on the road so they become a 5 or 6 or 7-million-dollar-per-year sales rep.

It’s a great return on our investment. ”

Nick Kuiken
VP of Sales
Kuiken Bros. Lumber Co.

YOUR PERSONAL LBM FARM SYSTEM TO DEVELOP YOUR NEXT SALES MVP

COHORT II LAUNCHES SEPTEMBER 2023

OSR ACADEMY YOUR TOP 10 REASONS WHY



01

IT'S THE ONLY 12-MONTH, BLENDED-LEARNING, LBM-SPECIFIC SALES PROGRAM ON EARTH

02

GUEST FACULTY INCLUDES BUILDERS, LBM EXPERTS, AND SALES TRAINING ICONS LIKE MIKE WEINBERG

03

CUSTOM CONTENT, TOOLS, AND CASE STUDIES CREATED BY BRADLEY HARTMANN

04

JUST-IN-TIME WEEKLY ENGAGEMENT WITH EXECUTIVES, SALES MANAGERS AND STUDENTS

05

COHORT-BASED, SMALL TEAMS ENCOURAGE COLLABORATION AND NEW INSIGHTS

06

WEEKLY ACCOUNTABILITY MANAGED BY FULL-TIME OSR ACADEMY ADMINISTRATION TEAM

07

UNIQUE 2-DAY SALES FUNDAMENTALS WORKSHOP (\$3,895) IS INCLUDED IN THE OSR ACADEMY

08

CURRICULUM FEATURES ORIGINAL LBM-SPECIFIC CASE STUDIES TO IMPROVE THINKING AND COLLABORATION

09

WEEKLY TIME INVESTMENT IS 30-60 MINUTES SO BUSY STUDENTS CAN LEARN IN CURRENT ROLE

10

IT'S PROVEN EFFECTIVE; READ ON FOR TESTIMONIALS FROM COHORT 1 EXECS AND STUDENTS



OSR ACADEMY FIRST THINGS FIRST



THE NEED

BABY BOOMER SALES PROS ARE RETIRING FASTER THAN THEIR REPLACEMENTS ARE BEING DEVELOPED. FEW LBM ORGANIZATIONS EFFECTIVELY TRAIN THE NEXT GENERATION OF SALES PROS TO BE SUCCESSFUL PRIOR TO BEING THRUST INTO THE ROLE.

THE FUNDAMENTALS THAT UNDERPIN THE OSR ACADEMY ARE:

1. GOAL-SETTING
2. TIME MANAGEMENT
3. PIPELINE MANAGEMENT
4. PROSPECTING
5. CLEAR COMMUNICATION, ONLINE AND OFF



In a perfect world, we'd have the time and resources to create our own internal program to develop our future sales pros, but we don't. So we detailed our specifications for the program and outsourced it to Bradley and his team. We've been thrilled with the results.

- David Fields :: Regional VP, Novo Building Products



Several members of the OSR Academy Cohort I gather for a team photo in Fort Worth, TX, during a break in the Sales Fundamentals Workshop on April 12th, 2023.

OSR ACADEMY FIRST PRINCIPLES



MISSION

TO INTENTIONALLY AND PROACTIVELY PROVIDE THE NEXT GENERATION OF LBM OUTSIDE SALES REPS WITH CONFIDENCE AND DISCIPLINE AROUND THE FUNDAMENTALS OF SELLING.

VALUES

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



Getting away from the Daily Milk Run Mindset and focusing on my sales goals, chunked down into manageable steps has been invaluable.

- Luke Eiffert :: Sales Rep, Knudson Lumber

EXPECTATIONS

WHAT STUDENTS RECEIVE

- 60-MINUTES OF LIVE HARTMANN-LED TRAINING AT MID-MONTH
- 60-MINUTES OF LIVE GUEST EXPERT-LED TRAINING AT MONTH-END
- DEDICATED, FULL-TIME OSR ACADEMY ADMINISTRATOR TO GUIDE AND COACH
- ON-DEMAND ACCESS TO ONLINE MULTIMEDIA TRAINING CONTENT
- ACCESS TO BEST ALL-INDUSTRY SALES TRAINING CONTENT
- ENGAGEMENT WITH PROVEN LBM-SPECIFIC SALES TRAINING TOOLS
- CURATED SET OF TIMELESS BOOKS THAT WILL DELIVER VALUE FOR A CAREER
- WEEKLY NUDGES AND PROGRESS REPORTS DELIVERED VIA EMAIL
- WEEKLY RECOMMENDED PODCASTS TO LISTEN TO DURING DAILY COMMUTE
- MONTHLY CHECKUPS WITH LOCAL MANAGERS BY OSR ACADEMY ADMINISTRATOR

WHAT STUDENTS GIVE

- 30-60 MINUTES OF WEEKLY FOCUS TOWARD OSR ACADEMY CONTENT
- THOUGHTFUL PREPARATION FOR MONTHLY GUEST EXPERTS, INCLUDING OWNERS OF HOME BUILDING COMPANIES
- ATTENTION TO COHORT COLLEAGUES FROM LBM FIRMS ACROSS THE COUNTRY

OSR ACADEMY THE ADVANTAGE



HOW THE OSR ACADEMY IS BETTER—AND DIFFERENT.



STRENGTH IN NUMBERS

STUDENTS JOIN A COHORT OF AMBITIOUS AND GENEROUS PROFESSIONALS WHO ARE COMMITTED TO IMPROVING. THEY WILL GROW TOGETHER AND SHARE INSIGHTS WITH ONE ANOTHER.



HIGH-TOUCH SUPPORT

STUDENTS ARE GUIDED AND ENCOURAGED BY A DEDICATED OSR ACADEMY ADMINISTRATIVE TEAM TO DRIVE WEEKLY ACCOUNTABILITY AND ACTIVE, ON-GOING COMMUNICATION WITH STUDENTS' MANAGERS.



GUEST EXPERT FACULTY

TWICE EACH MONTH, STUDENTS CONVENE FOR LIVE, VIRTUAL COACHING SESSIONS. HARTMANN LEADS ONE WHILE THE SECOND IS LED BY EXPERTS, INCLUDING HOME BUILDING CEOs AND SALES GURUS LIKE MIKE WEINBERG.



IMMEDIATE IMPACT

ALL COURSE WORK, ACTIVITIES, EXERCISES, AND TEAM PROJECTS DIRECTLY APPLY THE LEARNINGS TO REAL PROBLEMS ON THE JOB. NOTHING REMAINS ABSTRACT OR THEORETICAL.

OSR ACADEMY SIDE-BY-SIDE COMPARISON



OSR ACADEMY GRADUATES VS. THE STATUS QUO

OSR ACADEMY GRADUATE	AVERAGE OSR
IS GOAL-ORIENTED, TRACKS PROGRESS WEEKLY, MONTHLY, QUARTERLY	EXPECTS OTHERS TO PROVIDE AND MONITOR SALES GOALS
USES TIME MANAGEMENT SYSTEM TO FOCUS ON HIGH-VALUE ACTIVITIES	ALLOWS RANDOM CALLS, TEXTS, AND EMAILS TO DICTATE DAILY BEHAVIOR
QUANTIFIES, FORECASTS, AND COMMUNICATES SALES PIPELINE	BELIEVES SALES FORECASTS ARE CRAZY, IMPOSSIBLE, AND UNNECESSARY
INTENTIONALLY PURSUES WALLET SHARE GROWTH AMONG CUSTOMERS	FEARS SELLING NEW PRODUCT LINES = RISK TO CURRENT BUSINESS
CONFIDENTLY LEVERAGES THE PHONE TO PROSPECT FOR NEW BUSINESS	IS FEARFUL OF USING THE PHONE TO INTERRUPT PEOPLE WITH VALUE
CONSISTENTLY ASKS STRATEGIC QUESTIONS TO CUSTOMERS, PROSPECTS	ASKS WHATEVER QUESTIONS COME TO MIND IN THE MOMENT
HAS BEEN TRAINED BY BUILDERS TO UNDERSTAND THEIR POINT OF VIEW	FOCUSES ON SELF; FAILS TO UNDERSTAND MOTIVATIONS OF BUILDERS
IS A CONSULTATIVE SELLER, HELPS CUSTOMERS ACHIEVE GOALS	IS AN ACCOUNT MANAGER: REACTS TO CUSTOMER CALLS, TAKES ORDERS

There should be no such thing as a “cold call” as an outside salesperson. Using the tools and knowledge I have acquired through this course and in my past experiences, I can deliver value immediately.

- Tom Ritchie :: Sales Trainee, Wm. B. Morse Lumber Co.



OSR ACADEMY PROFESSIONAL DEVELOPMENT



CURRICULUM

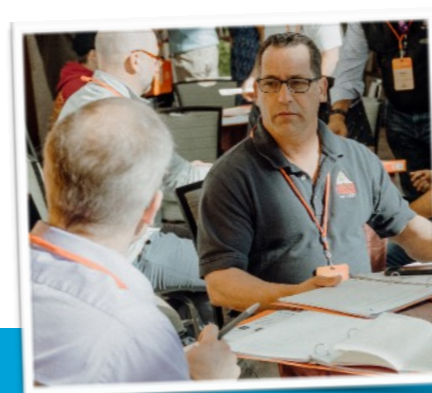
- GOAL-SETTING
- PIPELINE MANAGEMENT
- PROSPECTING
- TIME MANAGEMENT
- PRE-CALL PLANNING
- LEVERAGING THE PHONE
- STRATEGIC QUESTIONING
- OVERCOMING OBJECTIONS
- PRICING JUSTIFICATION
- CONFLICT MANAGEMENT
- NEGOTIATION
- CULTURAL INTELLIGENCE
- CLOSING SKILLS
- VIRTUAL SELLING
- LEVERAGING CHATGPT

CONTENT

- AUDIO
- VIDEOS
- BOOKS
- MOVIES
- ARTICLES
- INTERVIEWS
- CASE STUDIES
- MONTHLY COHORT CALLS
- INSIGHT GENERATION REPORTS
- IMPLEMENTATION OF SALES TOOLS
- SALES FUNDAMENTALS WORKSHOP™ (\$3895 VALUE)
- KNOWLEDGE CHECKS + EXAMS



HOSTED EVERY APRIL IN FORT WORTH, TX



Using the Weekly Game Plan and submitting it each Monday has been a time management game changer for me.

- Mike Colucci :: Sales Rep, Arnold Lumber

OSR ACADEMY SALES FUNDAMENTALS WORKSHOP



The opportunity for our future sales leaders to meet with, learn from, and connect to smart people from across the country and industry in small teams over the course of a year has been invaluable. They're learning about themselves and their customers.

- David Fields :: Regional VP, Novo Building Products

OSR ACADEMY CURRICULUM BY TERM



2023 OSR ACADEMY COHORT ACCEPTANCE DEADLINE: JULY 14, 2023

PRE-PROGRAM RESOURCES INCLUDE: KOLBE A ASSESSMENT / THE PERSONAL MBA / THE 48 LAWS OF POWER / BEHIND YOUR BACK

TERM 1 :: GETTING YOUR OWN HOUSE IN ORDER	
WEEK	TRAINING CONTENT
1	DEVELOPING INTENTIONAL GOALS
2	EVALUATING TIME TRADEOFFS
3	UNDERSTANDING YOUR CUSTOMERS' NFPOs
4	INVESTING IN YOUR WHY BEFORE YOUR WANT
5	CRAFTING YOUR MOVIE TRAILER :: PART I WITH MIKE WEINBERG
6	UPGRADING YOUR LINKEDIN PROFILE
7	SIMPLIFYING VIRTUAL SELLING
8	LBM CASE STUDY: COACHING CLIFF CONTI

TERM 2 :: PROFESSIONAL PREPARATION	
WEEK	TRAINING CONTENT
1	PROFESSIONAL SALES FIELD MANUAL™ 09-06: ONLINE ANALYSIS
2	QUANTIFYING CUSTOMER PAIN :: PART I
3	POWER CURVE + THE SIMPLE SALES PIPELINE™
4	OVERCOMING OBJECTIONS WITH TIM RETHLAKE
5	CUSTOMER GOAL REVIEW
6	STRATEGIC QUESTIONING
7	PROFESSIONAL SALES FIELD MANUAL™ 03-16: RRI FRAMEWORK
8	LBM CASE STUDY: WHAT'S THE KEY TO TKG? WITH BOBBY KRUEGER

TERM 3 :: DELIVERING VALUE FIRST	
WEEK	TRAINING CONTENT
1	PROFESSIONAL SALES FIELD MANUAL™ 11-18: PROSPECTING
2	PROFESSIONAL SALES FIELD MANUAL™ 11-18: PROSPECTING
3	UNDERSTANDING CUSTOMER ACQUISITION COST
4	COMMUNICATING WITH CLARITY + INTENT
5	EFFECTIVE MEETING MANAGEMENT WITH BUILDER MIKE BARRETT
6	QUANTIFICATION OF PAIN: II
7	CASE STUDY: CAUSING ULCERS AT IBS
8	THE IMPORTANCE OF REVIEWING GAME FILM

TERM 4 :: CLOSING NEW SALES WITH CONFIDENCE	
WEEK	TRAINING CONTENT
1	STRATEGY 101: THE GOST FRAMEWORK
2	COACHING CUSTOMERS WITH THE SBI FRAMEWORK
3	VALUE MENU :: PART I
4	VALUE MENU :: PART II
5	UNDERSTANDING COST-TO-SERVE WITH THEA DUDLEY
6	PROFESSIONAL SALES FIELD MANUAL™ 04-22: NEGOTIATION
7	PROFESSIONAL SALES FIELD MANUAL™ 04-22: NEGOTIATION
8	CASE STUDY: NEGOTIATIONS WITH HERBIE



We've absolutely seen faster growth, more confidence, and increased sales from the OSRs we've enrolled in the OSR Academy.

Matt Semonik
VP of Sales
Arnold Lumber



COMMITMENT + COORDINATION AMONG 3 STAKEHOLDERS IS ESSENTIAL



THE CHAMPION

THE CHAMPION IS THE PERSON WHO AUTHORIZES THE INVESTMENT. THIS PERSON WILL BE PROVIDED WITH MONTHLY PERFORMANCE UPDATES AND ON-DEMAND ACCESS TO ONLINE CONTENT AND PROGRESS.

TIME COMMITMENT EXPECTED
10-15 MINUTES PER MONTH



THE MANAGER

THE MANAGER OVERSEES THE DAILY WORK OF THE STUDENT. THIS PERSON WILL BE RESPONSIBLE FOR ON-THE-JOB COACHING AND REINFORCEMENT OF THE TRAINING CONTENT. THE MANAGER WILL BE PROVIDED WITH MONTHLY PERFORMANCE UPDATES AND ON-DEMAND ACCESS TO ONLINE CONTENT AND PROGRESS.

TIME COMMITMENT EXPECTED
30 MINUTE MONTHLY CHECK-IN CALL



THE STUDENT

THE STUDENT ENGAGES IN THE PROGRAM WHILE MAINTAINING ABOVE-AVERAGE PERFORMANCE IN THEIR CURRENT ROLE. WEEKLY ENGAGEMENT AND DELIVERABLES ARE EXPECTED WITH ACADEMY CONTENT, COHORT MEMBERS, AND OSR ACADEMY FACULTY.

TIME COMMITMENT EXPECTED
30-60 MINUTES PER WEEK
+
60-MINUTE LIVE TRAINING
TWICE EACH MONTH

OSR ACADEMY FREQUENTLY ASKED QUESTIONS



WHO IS THE IDEAL CANDIDATE FOR THIS TRAINING?

THE OSR ACADEMY IS DESIGNED FOR ASPIRING OSRs WHO HAVE NOT LEARNED OR DEMONSTRATED THE FUNDAMENTALS OF SELLING AND ARE CURRENTLY WORKING WITHIN ANOTHER DEPARTMENT.

WOULD THE OSR ACADEMY HELP EXISTING OSRs WHO ARE NOT MEETING THEIR GOALS?

CERTAINLY. COHORT ONE INCLUDED FOUR CURRENT OSRs. THE CRITICAL FACTOR FOR THESE STUDENTS—AND THEIR MANAGERS AND CHAMPIONS (SEE PREVIOUS PAGE)—WILL BE TO UNDERSTAND OUR CURRICULUM IS DESIGNED TO METHODICALLY BUILD CONFIDENT OSRs FROM THE GROUND UP OVER THE COURSE OF 12 MONTHS. IF CURRENT OSRs ARE STRUGGLING AND NEED IMMEDIATE TRAINING AND COACHING IN ORDER TO IMPROVE THEIR SALES PERFORMANCE, WE RECOMMEND OUR OSR COACHING PROGRAM.

WHEN WILL COHORT II BEGIN?

SEPTEMBER 11, 2023.

WILL COMPETING FIRMS BE ALLOWED IN THE PROGRAM?

IN THE EVENT WE HAVE COMPETITORS IN THE ACADEMY, WE WILL ENSURE THEY REMAIN IN SEPARATE SMALL GROUPS.

HOW MUCH TIME WILL THE CHAMPION AND THE MANAGER NEED TO ALLOCATE FOR THE OSR ACADEMY?

SEE PREVIOUS PAGE FOR TIME COMMITMENTS FOR EACH ROLE.

IF A FIRM ENROLLS MULTIPLE STUDENTS AT ONCE, IS THE TIME REQUIRED MULTIPLIED PER STUDENT?

NOT NECESSARILY. IN COHORT ONE, TWO MANAGERS AT DIFFERENT COMPANIES HAD MULTIPLE STUDENTS ENROLLED IN THE OSR ACADEMY. THEY REPORTED A WEEKLY TIME INVESTMENT OF ROUGHLY 45 MINUTES TO REVIEW THE WORK, PROGRESS, AND GRADES OF THE TWO STUDENTS.

WHO WILL BE TEACHING THE CONTENT?

THE WEEKLY TRAINING CONTENT WILL BE INTRODUCED AND EXPLAINED BY BRADLEY HARTMANN. THE CONTENT ITSELF WILL COME FROM A VARIETY OF THE BEST RESOURCES AVAILABLE, INCLUDING LBM-SPECIFIC CONTENT FROM EXPERTS LIKE BILL LEE AND HARTMANN. BEST-IN-CLASS CONTENT FROM OUTSIDE THE INDUSTRY WILL ALSO BE INCLUDED FROM LEADERS LIKE MIKE WEINBERG AND RICH HORWATH.

WHO WILL BE MANAGING THE PROGRAM?

COURTNEY KRUG AND BRADLEY HARTMANN PERSONALLY OVERSEE THE DAY-TO-DAY EXECUTION OF THE OSR ACADEMY. COURTNEY FACILITATES STUDENT ENGAGEMENT, GRADES STUDENT-SUBMITTED CONTENT, AND PROVIDES CONSISTENT PROGRESS REPORTING TO THE CHAMPION AND MANAGER.

WILL STUDENTS LEARN FROM ANY BUILDERS THEMSELVES?

YES. THE LIVE TRAINING SESSIONS REGULARLY FEATURE A BUILDER SHARING INSIGHTS AND ADVICE FROM THE OTHER SIDE OF THE DESK.

I BELIEVE THIS MAY BE OF VALUE TO OUR TEAM. WHAT NEXT STEPS SHOULD I TAKE?

EMAIL COURTNEY KRUG DIRECTLY AT COURTNEY@BRADLEYHARTMANNANDCO.COM WITH **OSR ACADEMY** IN THE SUBJECT AND DETAIL ANY QUESTIONS YOU MAY HAVE AND IF YOU'D LIKE TO SCHEDULE A CALL.

OSR ACADEMY INDUSTRY EXPERTS



**BRADLEY
HARTMANN**



FOUNDER AND CEO OF BRADLEY HARTMANN & CO., FORMER AREA PURCHASING MANAGER AT PULTE HOMES. AUTHOR OF 11 BOOKS AND GUEST LECTURER AT TEXAS A&M, OKLAHOMA STATE.

**NICK
KUIKEN**



40-YEAR LBM PRO & VICE PRESIDENT OF SALES FOR KUIKEN BROS. LUMBER CO., THE NINE-LOCATION DEALER BASED IN NEW JERSEY. CURRENT CHAIR OF THE NRLA EXECUTIVE COMMITTEE.

**CATHERINE
WHEELER**



FORMER REGIONAL DIRECTOR OF HR AT SHERWIN-WILLIAMS. FOUNDER OF PIVOT 180, A LEADERSHIP AND CONSULTING FIRM SPECIALIZING IN BUILDING STRONG TEAMS.

**BOBBY
KRUEGER**



FOUNDER OF MAVREK DEVELOPMENT IN CHICAGO AND PRINCIPAL AT THE KRUEGER GROUP IN CLEVELAND, COMMITTED TO HELPING SALES PROS MAKE IT EASIER FOR BUILDERS AND DEVELOPERS TO BUY.

**BILL
LEE**



THE GODFATHER OF LBM SALES TRAINING AND CONSULTING. AUTHOR OF *GROSS MARGIN*, THE BEST-SELLING BOOK ON LBM SALES PRICING AND PROFITABILITY.

**TIM
RETHLAKE**



40-YEAR INDUSTRY SALES VETERAN AND TRAINING EXPERT. COACH AT PERSONAL CONSULTANCY, TRACTION. CERTIFIED FACILITATOR OF FRANKLIN COVEY CONTENT AND MILLER-HEIMAN SALES STRATEGY.

**DR. BEN
BIGELOW**



LEADS THE CONSTRUCTION MANAGEMENT PROGRAM AT OKLAHOMA. WORKED FOR A PRODUCTION BUILDER AND HAS PUBLISHED 21 ARTICLES IN PEER REVIEWED JOURNALS. DR. BEN COLLABORATES WITH HARTMANN IN WRITING THE LBM CASE STUDIES.

**MIKE
WEINBERG**



TOP-PERFORMING SALES HUNTER, SALES EXEC, AND FOUNDER OF THE NEW SALES COACH. AWARD-WINNING AUTHOR OF THREE #1 AMAZON BESTSELLERS, INCLUDING OUR TERM 1 READING *NEW SALES. SIMPLIFIED.*

**RICH
HORWATH**



NY TIMES BESTSELLING AUTHOR AND CEO OF THE STRATEGIC THINKING INSTITUTE. THE WORLD'S FOREMOST EXPERT ON STRATEGIC THINKING, RICH HAS BEEN FEATURED IN *FORBES* AND *HARVARD BUSINESS REVIEW*.

**THEA
DUDLEY**



30-YEAR LBM VETERAN, FORMER VP OF FINANCE, AND THE EXPERT IN LBM CREDIT. A SOUGHT-AFTER CONSULTANT, THEA IS ALSO A PUBLISHED AUTHOR AND WRITES A MONTHLY COLUMN ON CREDIT IN *LBM JOURNAL*.

OSR ACADEMY INVESTMENT



THE PRICING STRUCTURE

INVESTMENT	APPLICATION DEADLINE	START DATE: 9.11.23
12-MONTH PROGRAM		
\$18,500	ON OR BEFORE JUNE 23, 2023	
\$19,500	AFTER JUNE 23, 2023	

WHAT'S INCLUDED

- 12 MONTHS OF THE BEST BLENDED LEARNING SALES CONTENT
- WEEKLY DIGITAL TRAINING CONTENT
- BIWEEKLY VIRTUAL TRAINING WITH HARTMANN
- MONTHLY COACHING FROM INDUSTRY EXPERTS
- ATTENDANCE AT APRIL **SALES FUNDAMENTALS WORKSHOP**
- QUARTERLY TEACHING BY BUILDER OWNERS
- MONTHLY PROGRESS REPORTS FOR LOCAL MANAGERS
- ELIMINATION OF STRESS, FRUSTRATION OF TRAINING SALES REPS
- FULL-TIME GUIDANCE BY PROGRAM ADMINISTRATION
- AND MUCH MORE

HOSTED EVERY APRIL IN FORT WORTH, TX





**INTENTIONALLY AND PROACTIVELY
PROVIDING THE NEXT GENERATION OF LBM
SALES PROFESSIONALS WITH CONFIDENCE
AND DISCIPLINE ON THE FUNDAMENTALS OF SELLING.**

bh&co.
Bradley Hartmann & Company
DEVELOPING CONSTRUCTION LEADERS SINCE 2011