



[allanblock.com](http://allanblock.com)

## **Allan Block Training Available to You as a Contractor**

## **Content**

**Training-101 – Allan Block Contractor Certification Workshop**

**Training-201 – Allan Block Advanced Residential Contractor Certification Program**

**Training-301 – Allan Block Contractor Certification Fence Program**

**Training-401 – No-Fines Concrete Applications**

**Training-501 – Geosynthetic Reinforced Soil-Integrated Bridge Structures (GRS/IBS)**

**Training-601 – Contractor Certification & Rewards Program / Advanced Residential Contractor Cert. Overview**

**Products-101 – AB Product Line Review**

**Products-201 – Commercial and Residential Installation Manual Overview**

**Products-301 – AB Courtyard Installation Overview/Patio Packages**

**Products-401 – AB Fence Installation Review**

**Tools-101 – Proper Submittals – Residential Submittal Builder and the Custom Catalog**

**Tools-201 – Proper Estimate - App/Estimating Tools/3D Modeling**

**Tools-301 – Proper Estimate – Using the Apps/Estimating Tool**

## **Training-101 – Allan Block Contractor Certification Program**

With the help of our vast network of trained Allan Block representatives, thousands of professionals have already taken advantage of our installation training, technical support, and the many tools we have available to help them plan, design, and build with Allan Block products. This three-stage program blends the details of wall design and the experience of wall construction to help us define each contractor's individual level of ability and service. This on-going certification program has also helped us provide a better understanding of how and why stackable structures work so well. Working through the levels of the Allan Block Contractor Certification Program, we will show you why training can be your best resource for high quality engineered wall construction.

This course is your opportunity to enhance your knowledge and learn practical skills that have helped thousands of professionals build their SRW wall construction business. As the industry continues to grow and advance, the requirements for contractors to be certified in SRW practices is becoming the standard and is part of the Best Practices Design initiative for zero wall failures. This course is nationally accredited to fulfill this requirement while providing valuable information and hands-on experience.

### **Attendees can expect to gain the following skills:**

1. How adding Allan Block wall products to what you offer customers may be used to expand your business
2. The advantages of the Allan Block product line
3. How Allan Block products work
4. Basic principles of wall design and design methodology
5. How Allan Block and geogrid reinforcement work together
6. Why walls fail
7. Tools for wall estimating
8. Proper methods for constructing an Allan Block wall.
9. Hands-on participation on building walls with Allan Block products

### **Ideal Attendee**

- Owners/Managers – A comprehensive understanding of the programs, tools, and resources available to you and your team.
- Field Reps – A complete understanding of the Best Practices approach to the plan, design and build of segmental retaining walls

**Requirements of Successful Completion** - IACET CEU's awarded upon successful completion = 0.7(7hrs)  
ICPI Continuing Education Credits = 0.7 (7 hrs)

1. Attendance for entire course
2. Score of 70% or above on the open book Contractor Certification Test
3. Completion of your first Allan Block Retaining Wall after attending workshop

**Workshop Duration** - 8 Hours

## **Training-201 - AB Advanced Residential Contractor Certification Workshop**

This program is the next step for the certified contractors who mainly focus on the residential market. While our original **AB Contractor Certification Program** focuses on the best practices approach to installing retaining walls, the new program focuses on how contractors can raise their level of professionalism and improve their sales by becoming more efficient using our approach and tools we have developed.

The goal of this certification course is to enhance the sales ability by providing a professional sales approach and proposal for the residential market. With a customer needs focused approach, this certification program strives to elevate the process used to gain insight into the needs of the homeowner and expand the value you are delivering to them. We will also demonstrate the tools Allan Block has to offer and how they can help you become more professional and proficient when it comes to putting a proposal together. The essence of the program is to establish a repeatable way you move from when you obtain a lead to signing a contract and transforming someone's yard. Questions to be addressed include how to best communicate why someone should let you become part of their family and home, to how to prepare and present the material needed to help them become informed customers that will be excited about the process and have high expectations for their new living space

### **Attendees can expect to gain the following skills:**

1. Use the concepts presented to differentiate you and your company from your competition
2. Complete understanding of the three-step approach to selling yourself and your company to gain the confidence of your potential client.
3. Presenting your proposal in a professional matter increasing your percentage of securing that project
4. Learn how to use the tools we offer during the skill sets portion of the workshop and see why they will help you become more proficient and professional

### **Ideal Attendee**

- Owner/Management – Gain insight on the approach developed to help secure future residential projects
- Sales Reps – How this can help you with your potential clients and the approach taken to secure that project
- Field Reps – Understand your role when completing a project at a residential site

**Requirements for Successful Completion** - IACET CEU's awarded upon successful completion = 0.4(4hrs)  
ICPI Continuing Education Credits = 0.4 (4hrs)

1. Attendance for the entire course
2. Make use of online tutorials to be able to demonstrate the ability to use our tools in actual project sales situations
3. Present one submittal for a project that includes the use AB Estimating Tool, Scope of Work and Residential Submittal Builder.

**Workshop Duration** - 4 Hours

## **Training-301 - Allan Block Contractor Certification Fence Program**

AB Fence is a mortarless concrete fence system that uses maintenance free interlocking blocks to create an attractive and effective solution for sound abatement, security, privacy and more. AB Fence provides an opportunity in a market segment that your company may not be servicing with increased margins because of the few professional contractors in this field.

The Allan Block Fence Contractor Certification Program is designed to give contractors the proper training and tools to ensure top quality AB Fence Systems are built. As a leader in the industry, Allan Block Corporation has developed these tools and training programs to help contractors get the knowledge and the resources they need.

With the help of our vast network of trained Allan Block representatives, thousands of professionals have already taken advantage of our installation training, technical support, and the many tools we have available to help them plan, design, and build with Allan Block products. This three-stage program blends the details of wall design and the experience of wall construction to help us define each contractor's individual level of ability and service. This ongoing certification program has also helped us provide a better understanding of how and why stackable structures work so well. Working through the levels of the Allan Block Contractor Certification Program, we will show you why training can be your best resource for high quality engineered wall construction.

### **Attendees can expect to gain the following skills:**

1. Gain a better understanding for how big this market is and what potential it could bring to increase sales in a completely different market space.
2. Learn the AB Fence Components and how easily that are constructed together
3. Understand the Design Basics
4. Recognize why Projects may fail
5. Develop proper methods of construction
6. Participate in hands on demonstration

### **Ideal Attendee**

- Owners/Mangers – How this can create opportunity in a market that is currently not being serviced by their company
- Field Reps – A complete understanding of the proper construction methods to the plan, design and build of an AB Fence.

### **Requirements for Successful Completion - IACET CEU's awarded upon successful completion = 0.7(7hrs)**

1. Attendance for entire course
2. Score of 70% or above on the Contractor Certification Test
3. Completion of your first Allan Block Fence after attending workshop

### **Workshop Duration - 7 Hours**

## **Training 401 - No-Fines Concrete Applications**

As site conditions change, the use of geogrid reinforcement may not be possible. This presentation provides an overview of how No-Fines Concrete provided a solution on sites where excavation limits are important and how AB Walls can be used to facilitate the design, plans, submittal, and estimate. The training will focus on using no-fines concrete to add stability to your retaining wall design.

Upon completion, the attendee will understand what no-fines concrete is, when it can be used, and some of the advantages and solutions it can bring as an alternate reinforcement. Attendee will leave with the tools and resources to ensure their next retaining wall project is a success. Understanding the problem puts you halfway to a solution. Being able to understand the limitations that exist on a job site and a range of solutions, allows you to propose alternatives to creating efficient paths to more buildable land.

### **Attendees can expect to gain the following skills:**

1. Expand your ability to provide innovative solutions for your customers
2. Understand what no-fines concrete is
3. Recognize how no-fines concrete is used to stabilize the back-fill and create a composite mass
4. Understand proper installation of no-fines concrete
5. Identify potential project applications

### **Ideal Attendee**

- Tech Rep – Provides another solution that they can offer to the designers they are working with
- Sales Rep – Gain the knowledge of this procedure to provide more opportunities for your contractors

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration** - 60 Minutes – Online Training

## **Training 501 - Geosynthetic Reinforced Soil-Integrated Bridge Structures (GRS/IBS)**

A Geosynthetic Reinforced Soil – Integrated Bridge System or GRS-IBS is a relatively new methodology in the world of bridge construction and was developed by the Federal Highway Administration (FHWA). GRS-IBS structures help create an innovative and economical solution to the expensive and time-consuming process of building bridge abutments.

The presentation will discuss how GRS-IBS systems work, where they are applicable and advantages of such structures which include speed of installation and reduced cost of installation when compared to traditional bridge structures. Mastering the talking points of this opportunity is another step in the process of learning more to become the market specialist.

### **Attendees can expect to gain the following skills:**

1. Develop a wider depth of knowledge on how far reaching the capabilities of SRWs are in the market
2. Understand what are GRS/IBS Structures and when are they applicable
3. Identify key components of a GRS/IBS Structure.
4. Recognize the construction process of a GRS/IBS Structure
5. Understand how to look for GRS/IBS opportunities

### **Ideal Attendee**

- Tech Rep – Provides another solution to that they can offer to the designers they are working with
- Sales Rep – Gain the knowledge of this procedure to provide more opportunities for your contractors

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration** - 60 Minutes – Online Training

## **Training 601 - Contractor Certification & Rewards Program / Advanced Residential Contractor Cert. Overview**

Not sure if you want to attend one of our workshops? Is it a good idea to take your employees away from working? We can answer all your questions and concerns by joining us for an overview of the two most innovative training programs in the industry.

The Allan Block Contractor Certification Program is designed to give contractors the proper training and tools to ensure top quality retaining walls are built. As a leader in the industry, Allan Block Corporation has developed these tools and training programs to help contractors get the knowledge and the resources they need.

The Advance Residential Contractor Certification Program by Allan Block Corporate is a program that was developed to enhance the sales ability by providing a professional sales approach and proposal for the residential market. This overview will educate you on the process we have developed to help the residential contractor. Our goal is to help you understand the program.

### **Attendees can expect to gain the following skills:**

1. Recognize what makes you different than your competitors?
2. Identify how can you earn a reputation as the best in your market at what you do?
3. Understand what are the two Certification Program and how they will increase your business?
4. Identify the advantages of attending and what you will gain by participating
5. Review of the AB Rewards Program and how you will benefit from this program

### **Ideal Attendee**

- Owner/Manager – Understand the benefits of our programs and the advantages of having you and your team attend.
- Field Reps - Understand the benefits of our programs and the advantages of attending the and why being certified is so important.

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration** - 60 Minutes – Online Training



## **Products 101 - AB Product Line Review**

Allan Block products are inspired by nature and designed for life. What that means is that every Allan Block carries with it a promise to be durable, naturally attractive, and easy to install. Every Allan Block also brings with it the testing, engineering, and field performance you want for a strong, safe, reliable wall system.

This module will familiarize the attendee with Allan Block products and collections. We will review the products available to allow you to build the confidence on what solutions you can provide. It is always easier to sell what you really understand.

### **Attendees can expect to gain the following skills:**

1. Identify why and how AB products meet the needs and wants of your customers
2. Understanding of the products:
  - Allan Block Retaining Walls
  - Courtyard Walls
  - Allan Block Fence
3. Recognize how to leverage the products and how they are easily incorporated for upselling a project.

### **Ideal Attendee**

- Owner/Management – Understand the best products to offer to provide the solution required.
- Field Reps – The ability to identify each Allan Block and what they are capability of accomplishing.

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration** - 60 Minutes – Online Training

## **Products 201 - Commercial and Residential Installation Manual Overview**

These catalogs provide the basis for answering a wide variety of questions pertaining to all aspects of planning, designing, and building a segmental retaining wall.

Allan Block defines the retaining wall market into two segments. The Commercial Retaining Market and the Residential Retaining Wall Market. For the residential market we focus on the basics for residential walls under six feet in height. For the commercial market we expand the information to provide more answers for a wide range of applications that are more common to commercial land development.

This presentation will provide an overview of Allan Block products. We will discuss the Plan, Design, Build approach when completing a commercial or residential retaining wall project. The goal is to prepare you for answering the questions that fit in either market segment. Regardless of the customer or market segment these manuals provide the basis for you to teach more efficient methods to Plan, Design & Build more useable land with cost effective and architecturally stunning solutions.

### **Attendees can expect to gain the following skills:**

1. Understand how you can use the Manufacturer's specs to remove liability for how something should be done
2. Identify the different Allan Block Product Offerings
3. Recognize how and why, we can deliver cost effective land development solutions
4. Implement the Plan, Design, and Build Process to ensure a successful project
5. Recognize the unlimited options with SRWs
6. Understand the step-by-step construction process

### **Ideal Attendee**

- Owner/Management – Understand the difference between the Residential and Commercial Markets and identify the resources available to your team during the construction process.
- Field Reps – Identify the resources available to your team during the construction process.

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration - 60 Minutes – Online Training**

## **Products 301 - AB Courtyard Installation Overview/Patio Packages**

We always strive to up sell our customers, by communicating opportunities for developing their outdoor living space. Paver patios are more common today and we have a product that is the perfect upgrade to your standard paver patios. We can increase the seating capacity, include a grilling station or add that high in demand fire pit to those patios. The AB Courtyard Collection can satisfy all those needs.

Have you ever had a customer that just didn't know what they wanted? Do you spend hours showing reviewing countless brochures? Have employee's that are new to the industry? Make your selling and installation time easier with our AB Courtyard Patio Packages. Our patio packages are pre-planned pre-designed standard size patios. We have detailed videos and instructions to help all along the way.

The AB Courtyard Collection is a two-sided free-standing patio wall system that has three main components plus caps - AB Dublin, AB York and a Corner Block. This presentation will provide you help to understand how the components work together, tricks of the trade and all finishing options available.

### **Attendees can expect to gain the following skills:**

1. Recognize how can you get a customer to supersize their project with you
2. Identify how can you take a simple backyard patio installation into an outdoor living room
3. Introduction of all the components of the AB Courtyard Collection
4. Understand Installation of each component of our concrete Lego system
5. Know that there are Videos and Tech Sheets available on [allanblock.com](http://allanblock.com)
6. Use the Patio Packages for simple functional backyard solutions
7. Review the Weekend Projects for the Do-it-Yourselfer wanting to transform their backyard living room
8. Recognize the Estimating and Design Tools to simplify the process of getting to work selling more block

### **Ideal Attendee**

- Owner/Management – Learn the value this product can bring to your company and how you can leverage this product as an upsell on to your future projects
- Field Reps – Learn the installation process and how easy AB Courtyard Blocks are to install.

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration** - 60 Minutes – Online Training

## **Products 401 - AB Fence Installation Overview**

AB Fence is a mortarless concrete fence system that uses maintenance free interlocking blocks to create an attractive and effective solution for sound abatement, security, privacy and more. With a clean, crisp architectural look, AB Fence is sure to be the product of choice. AB Fence provides an opportunity in a market segment that your company may not be servicing with increased margins because of the few professional contractors in this field.

This presentation is an introductory course on segmental fencing technical information. The intent is to develop a basic understanding of how the system functions. Learn how AB Fence are designed and the construction process for a durable cost-effective fencing system to address sound abatement, security, and/or privacy that range from a simple 6 ft (1.8 m) privacy fence to a 30 ft (9 m).

### **Attendees can expect to gain the following skills:**

1. Gain an understanding of a market segment that your company may not be servicing
2. Understand how you can leverage this product to increase your opportunities on a project.
3. Recognize the performance criteria for a fence system
4. Recognize how segmental concrete fencing works
5. Describe the basic steps of fence installation

### **Ideal Attendee**

- Owner/Manager - How this can create opportunity in a market that is currently not being serviced by their company as well as good margins.
- Field Reps - Learn the installation process and how easy AB Fence is to install.

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration** - 60 Minutes – Online Training

## **Tools 101 – Proper Submittals – Residential Submittal Builder and the Custom Catalog**

Contractors are called upon to provide a submittal package. That submittal package may be for obtaining a permit to begin construction of an Allan Block Wall. You may need to submit information to a design professional, or the general contractor needs the information on file before you can begin working on a commercial site. You may also need product information for a preconstruction meeting. We have the solution to the common tasks above and that is Residential Submittal Builder Tool. The Residential Submittal Builder Tool is an interactive tool that helps you build a submittal of Allan Block information just the way you want it. Select the appropriate Allan Block products (local colors provided), geogrid, and other product that are commonly used during construction, to provide a custom PDF for your project.

How many times have you got the call, your customer is looking for a catalog? Or they are looking for a catalog specific to their project? The Customer Catalog Builder will help you solve those and other issues. The Custom Catalog Builder is an interactive tool that helps you build a catalog of Allan Block information just the way you want it. Browse through the pages of information, images and design ideas and select the ones you want. When you are ready to complete your catalog, simply submit your choices to the Allan Block Design Center. You will pick out the items that help you focus your customer on the details you are trying to communicate and that they will need to make decisions about, such as color and style of product. This also provides a simple overview that will speed up the decision-making process as your customer moves through their process of making detailed selections.

### **Attendees can expect to gain the following skills:**

1. Recognize how elevating what you provide to your customers to help close a sale
2. Understand what is the Residential Submittal Builder Tool and how it works?
3. Identify when to use the Residential Submittal Builder Tool.
4. Understand what is the Custom Catalog Builder and how it works?
5. Identify the Retaining Wall Catalog and the Courtyard Catalog
6. Recognize what makes it a perfect sales tool

### **Ideal Attendee**

- Owners/Mangers – Learn how to create that custom submittal package for your upcoming projects. Create a custom submittal package for your potential client to help you secure that project.

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration** - 60 Minutes – Online Training

## **Tools 201 - Proper Estimate - App/Estimating Tools/3D Modeling**

Completing a proper estimate is one of the most time-consuming tasks a contractor must deal with. Having an accurate estimate can make or break a contractor's ability to make a profit on the project. Fortunately, Allan Block has provided a solution to the task of completing a proper estimate.

Allan Block makes it easy to estimate your materials. Choose the from the estimating tools available to quickly calculate the amount of material for your retaining wall, patio seating wall and/or fence projects. With the free tools that Allan Block provides, customers can create professional and accurate estimates with a few clicks of their mouse. You will be presented how to use these tools to allow you to train your customers on how to use them to make it easier for them to work with Allan Block products.

Take your submittal package to the next level. Grab your client's attention with visual representations that are fast and easy. Hold their attention with an outstanding estimating package with a complete list of materials and outstanding details on how to build.

With technology growing ever more powerful, customers have come to expect more from design professionals and their tools. Project drawings created by hand are a thing of the past; being replaced with computer aided designs. Allan Block is taking the opportunity to take our existing estimating and design tools and extending their reach into three-dimensional project drawings. Residential and commercial projects alike, customers expect a visual picture of what they should expect.

### **Attendees can expect to gain the following skills:**

1. Identify ways to be more efficient at wall layout, estimating, and visualization
2. Introduction to our estimating tools and the ease of their use.
3. Introduction to Sketch Up and the advantages of offering a 3D rendering to your potential customer
4. Understand how to put all this together into a professional package and take a step ahead of your competition

### **Ideal Attendee**

- Owner/Manager – Gain the understanding of the value these free tools offer your company and how it will they will help you offer a more professional proposal.
- Estimators – Learn how to use the free tools we offer to make your job more proficient and offer that 3D rendering to solidify that future project

### **Requirements for Successful Completion**

1. Attendance for entire course
2. Completion of the End-of-Course Assessment

**Webinar Duration** - 60 Minutes – Online Training



**Allan Block Corporation**  
7424 W. 78th St. Bloomington, MN 55439  
Phone: (952) 835-5309 Fax: (952) 835-0013 Rev. 1-2-18