

Allan Block

Always Better Wall of Fame



allanblock.com

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Niecie Banach

Basalite

Denver, CO



Niecie Banach has been with Basalite since 1988 and has been an outside sales representative selling Allan Block since 1993. She has been a constant in the greater Denver, CO market for many customers and has supported and assisted immensely with the growth of the Allan Block brand ever since. Niecie is our next recipient of the ***Always Better*** Wall of Fame

and we are excited to have had the opportunity to work with her through the years and we remain excited about our continued partnership.

When speaking with Niecie one will quickly sense her passion for the industry, Basalite and Allan Block. She recently told us selling AB has been easy because she was “proud of it.” “The AB systems work and they provide a solution for our customers. In addition, our production team makes good product with good colors that people want.” A great sales person will almost always believe in what they are selling and also carry a passion for their work – Niecie is no exception.

With regard to the AB Programs, Niecie has been on the Dealer Program leaderboard many times and will also be seen on our Contractor Program leaderboard frequently. She is a regular at Dealer ABU and in fact has participated with more dealer customers at ABU than any other person to date. There have been years when we have had the pleasure to welcome her two to three times during ABU

season in her effort to compensate for customer’s busy schedules. She expresses her excitement of the training with “it is super, super awesome!” “Dealer ABU gets our customers excited and they sell AB to death upon returning to work. I absolutely love bringing people to Minneapolis to meet the group at AB and to meet others from the industry and in different markets.”

The Contractor Program was created to assist in the continued development of the industry. Niecie sees that and has built a good business around the program – she stated that her contractors “love it.”



Niecie’s Daughter Shannon &
the AB Original Wall

“They get trained, learn more about the SRW industry and then I take them free stuff for building walls.....it is a great thing.”

Niecie can provide a lot of great insight for all of us and we have learned a lot from her – how to drive Courtyard demand, how to increase pattern wall installations, improvement with building relationships, among many others, so we would encourage any new AB sales associates (or any others) to reach out and ask for some guidance.



Niecie's Daughter Shannon & the AB Europa Wall

When we asked her to share a quick tip to assist all of us in our development, she quickly said “know the systems and how to build a wall. Once you learn how, selling the systems will be easy.” She has obviously learned a great deal about AB systems through the years because she is a top producer every season.



Niecie's Grandson Cohen & the AB Classic Wall

She like AB, has continued to grow and develop throughout her career and her family has been right beside her. As her family has grown, so have her sales and so have the AB product offerings.

The included photos show an original Allan Block project with her daughter Shannon sitting on it, to the introduction of Europa a few years later... with a taller Shannon sitting on it, to Niecie's grandson and Shannon's son, Cohen perched on a more recent AB wall project.

All of these projects and many, many more were influenced by Niecie and I am sure she would share that her family has participated with many, if not all of these projects with their support as well.

It has been a great pleasure to get to know Niecie and to call her a partner and friend. Niecie, there are not enough words to express our thanks and appreciation for what you have done for all of us at Allan Block along with the industry, but please know we are all extremely fortunate and thankful to work with you and most importantly to have met you!