

NWiR DAY 2020



YOUR GUIDE TO ATTENDING

- 1 Review and choose the sessions you're most excited about from the event agenda and review your company's upcoming goals and strategies. Look for common themes and objectives between your manager's or company's goals and what you can learn at the seminar.
- 2 Read the common objections on page 2 and be ready to confidently answer them (facts, numbers, proof). Also, check out pages 2-3 for details about who attends the seminar and reasons it is an excellent choice.
- 3 Once you've done your homework and prepared your case, download a copy of the letter we have prepared (example on the back, customize the yellow areas and share it with your manager — preferably in person!
- 4 Objections we missed? Need more help? Email us at NWiRDay@NationalWomenInRoofing.org. We're happy to help!

For more NWiR Day 2020 resources and registration: www.NWiRDay.org



NWiR
National Women in Roofing
February 2, 2020 | Dallas, Texas

How to answer common objections with confidence.

OBJECTION #1

Attending the seminar is too expensive.

Response: Be prepared with the costs of NOT attending. Compare the cost involved to what might be lost if you aren't able to fill the sales pipeline or create opportunities for growth or keep up with the latest technologies (whatever is important to your business). Be sure to talk about the value of creating a network within the industry that you can turn to when faced with a challenge. If you want to bring your team, talk about the value of learning together.

OBJECTION #2

National Women in Roofing Day is just like any other networking event. It's just filled with lofty ideas and big parties.

Response: National Women in Roofing Day (NWiR Day) is specifically designed for multi-disciplined roofing professionals, so you can be assured that I won't be wasting my time with sessions that don't address our particular business challenges. The speakers are experts and practitioners — they are the ones in the trenches, doing the work. They understand what works, and what doesn't. I will learn the steps (and how to do them) to actually implement new tactics and strategies when I get back to the office.

OBJECTION #3

It's too much time away from work.

Response: I've come prepared with a plan of how I'll cover my responsibilities while I'm away. By dedicating two nights and one full day to this experience, I'll be able to focus and fully immerse myself in "learning mode," which will allow me to execute what I learn faster and give me new ideas to help us reach our goals faster

OBJECTION #4

You can learn the same content from webinars and articles.

Response: Webinars and articles can fill some gaps, but they can't replace an in-person seminar experience. At NWiR Day, I'll meet other roofing professionals facing the same challenges. There's also the chance to network directly with speakers and other attendees to ask the targeted questions I have, so we can meet our specific goals.

More reasons that NWiR Day is a good investment.

NWiR Day is the premier seminar for women in the roofing industry. There are a lot of seminars out there, but no others where the entire program is focused on the unique challenges and opportunities affecting women in the roofing industry.



Business is constantly changing.

For many of us – whether we are just starting out or have twenty-plus years under our belts – there is a gap between what we already know and what we need to know to be the best at our jobs and for our businesses. At NWiR Day, sessions are designed to help bridge that gap, whether it's learning the latest application techniques, creating a company culture that attracts and retains talent, speaking with leading marketing and technology providers or developing short-term and long-term business strategies.

Review the sessions in our 2020 program.

Advice and connections are invaluable.

Attendees have the chance to meet, network, and get advice from hundreds of roofing professionals from companies like Johns Manville, Tremco, TAMKO, SRS Distribution Inc., KPost Roofing & Waterproofing, Beacon Roofing Supply, Tecta America, Nations Roof, and more. From the lunch-and-learn to speed networking, introverts and extroverts alike will be able to create connections that they can turn to for advice for years to come.

It's all about ROI.

The majority of company budgets are dedicated to customer service, marketing and employee recruitment and retention, but most companies find their investments to only be slightly or somewhat effective. Companies continue to invest in marketing technologies, recruitment efforts and service tools, but they don't have a sufficient strategy in place to utilize them. There are many reasons for this, and NO seminar can solve all of them. But investing in their team by giving them the education to do more with the tools they have is an excellent start.



THANK YOU

Thank you to our Diamond Sponsors who help make NWiR Day possible.



We Started a Sample Letter for You!

Dear [ENTER MANAGER'S NAME],

I would like your approval to attend National Women in Roofing Day in Dallas, Texas from February 2-3, 2020 *(through the 4th or 5th if you plan on attending the International Roofing Expo)*. This is the premiere conference for multidisciplinary women professionals in the roofing industry to learn about the latest business strategies and tactics and share their secrets to success.

Sessions cover everything from XXX and XXX to XXX and XXX [insert topics that are most important to your business if needed]. Unlike many conferences, the sessions at NWiR Day don't focus on using specific platforms or tools, nor is it all theoretical talk. The content is applicable to all roofing professionals, and I will walk away with the steps I need (and how to do them) to implement what I've learned.

Between the content presented in the sessions, post presentation Q&A with speakers, roundtables, and networking with fellow attendees, I plan to learn new strategies and tactics, and get a plan for action, so that I can help improve our efforts as soon as I return to the office.

NWiR Day will have sessions, including:

- [Insert 3 sessions that you think would benefit your organization]
- Learning how to [INSERT INFORMATION YOU'RE EXCITED ABOUT LEARNING AT A SESSION] will help me [INSERT A NEW SKILL HERE (I.E. HELP ME DEVELOP A STRATEGY ON xxxx THAT WILL ALLOW ME TO MEASURE ITS SUCCESS.; HELP ME LEARN HOW TO IMPLEMENT xxx TO IMPROVE PRODUCTIVITY AND EFFICIENCY.)]

Upon my return from NWiR Day, I will share takeaways, including those that we can implement immediately to see real results. You can also learn more about the seminar at nationalwomeninroofing.org.

I've broken down the approximate cost of my attendance at NWiR:

- Airfare/Travel: [\$IF APPLICABLE]
- Hotel: [\$IF APPLICABLE]
- Seminar [and Conference] Pass: [\$AMOUNT: make sure to consider whether or not you want to include attending IRE]
- Total: [\$AMOUNT]

Thank you for your consideration of this request.

[YOUR NAME]

To download the template to write your sample letter, visit www.NWiRDay.org.

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