BLAST SEMINARS / INDUSTRY TRAINING CATALOG 2026–2027

BLAST SEMINARS

BUSINESS • LEADERSHIP • SALES TRAINING

Where Training Ignites Results.

BUILT FOR THE BUSINESS OF BUILDING.

Leadership • Communication • Sales • Customer Experience • Execution

PRACTICAL TRAINING FOR THE PEOPLE WHO SELL, PLAN, BUILD, SUPPLY, MANAGE, AND DELIVER THE WORK.

WHO IT SERVES Builders and remodelers · Trade contractors · Suppliers and manufacturers · New-home sales teams · Real estate organizations

Company workshops | Leadership development | Sales training | Team programs

THE BUSINESS CASE

Your people know the work. Can they lead the conversations around it?

A job is won or lost long before the first shovel hits the ground—and can be protected or undermined by dozens of decisions after it starts.

A client needs an answer before all the facts are in. A project manager needs a commitment from a trade partner. A salesperson must explain why one proposal costs more than another. A supervisor must correct behavior without losing the crew. These moments require more than technical skill.

BLAST Seminars takes proven business, leadership, and sales disciplines into the realities of construction and real estate. Participants work through recognizable industry situations and leave with actions they can use on the next job, sales call, or team meeting.

WHO THE TRAINING SERVES

BUILDERS & REMODELERS

Sales, preconstruction, estimating, design, project management, client experience, warranty, and leadership.

TRADE CONTRACTORS

Foremen, crew leaders, supervisors, schedulers, operations managers, and owners.

SUPPLIERS & MANUFACTURERS

Territory sales, dealer and builder accounts, showroom teams, customer service, and management.

NEW-HOME & REAL ESTATE TEAMS

Buyer-facing sales, agent development, communication, negotiations, and brokerage leadership.

> **THE BLAST APPROACH** Start with a business problem. Select the roles closest to it. Use practical scenarios to build the required behavior. Reinforce application back at work.

PROGRAM FINDER

Start with the problem—not a course title.

Eight places to begin when a costly pattern keeps repeating.

WHAT KEEPS HAPPENING	RECOMMENDED FIRST CLASS
Excellent employee, unprepared supervisor	**L01 The Crew Leader's First 90 Days**
Managers repeatedly chase unfinished commitments	**L05 Accountability Without the Chase**
Customer frustration or late difficult updates	**C03 Bad News, Delivered Early**
Handoffs between sales and production fail	**C08 The Handoff That Holds**
Prospects only compare the lowest bid	**S01 Value Before the Number**
Supplier reps struggle to reach builder decision-makers	**S05 Sell to the Builder, Not Just the Buyer**
Teams spend every week putting out fires	**B04 From Firefighting to Forward Planning**
Client experience varies from employee to employee	**S09 From First Inquiry to Final Walk**

NOT SURE WHERE TO BEGIN? Select the recurring issue with the clearest business cost: missed decisions, poor handoffs, weak conversion, customer complaints, or inconsistent supervisor performance.

LEARNING PATHWAYS

A class can fix one gap.
A pathway can change a pattern.

The six pathways below are suggested starting points. BLAST can tailor sequence, examples, and session length to the people involved.

01 Field Leader Launch

DESIGNED FOR Trade contractors, field supervisors, foremen

THE OBJECTIVE Create field leaders who can assign work, address issues, and protect the schedule without owner intervention.

RECOMMENDED CLASSES L01 • L04 • L05 • C02 • P02

FOLLOW-UP SIGNALS Fewer repeated escalations; more consistent crew commitments; better documented handoffs.

02 The Builder-Client Confidence Path

DESIGNED FOR Custom builders, remodelers, design-build firms

THE OBJECTIVE Connect sales, preconstruction, selections, production, and warranty around one credible customer promise.

RECOMMENDED CLASSES S02 • S01 • C03 • C08 • S09 • S10

FOLLOW-UP SIGNALS Handoff omissions; avoidable customer recontacts; change approvals; unresolved complaints.

03 Project Leadership That Holds

DESIGNED FOR PMs, supers, construction operations teams

THE OBJECTIVE Improve judgment, look-ahead planning, operating meetings, trade coordination, and cost awareness.

RECOMMENDED CLASSES B02 • B04 • C07 • C04 • B03 • B07

FOLLOW-UP SIGNALS Open constraints; repeated schedule misses; unapproved change exposure; decision lag.

LEARNING PATHWAYS / CONTINUED

Target the group closest to the result.

Role-specific practice makes the same core skills relevant to very different responsibilities.

04 The Builder Account Growth Path

DESIGNED FOR Manufacturers, suppliers, distributors, showrooms

THE OBJECTIVE Give reps practical skill in discovering builder needs, communicating value, navigating resistance, and managing accounts.

RECOMMENDED CLASSES S05 • C01 • S02 • S03 • S07 • S08

FOLLOW-UP SIGNALS Qualified builder meetings; proposal follow-up; account review consistency; useful technical demos.

05 Lead the Company, Not the Chaos

DESIGNED FOR Owners, principals, executive teams

THE OBJECTIVE Reduce decision bottlenecks and build a leadership bench that can carry standards and responsibility.

RECOMMENDED CLASSES L04 • L07 • L08 • B05 • B06

FOLLOW-UP SIGNALS Decisions escalated to ownership; unassigned priorities; manager readiness; recurring rework.

06 New-Home & Property Sales Confidence

DESIGNED FOR New-home teams, brokerage managers, agents

THE OBJECTIVE Raise consultative skill and strengthen expectations, client communication, and sales-manager coaching.

RECOMMENDED CLASSES R01 • R02 • C01 • S03 • S09 • R03

FOLLOW-UP SIGNALS Consultation quality; next-step commitments; client-update consistency; coaching frequency.

01 / LEADERSHIP

Leadership & People Development

Practical direction for supervisors, managers, and owners who must get results through other people.

COURSE L01

The Crew Leader's First 90 Days

From respected craftsperson to capable supervisor

Promotion changes the relationship. The employee who used to work beside the crew now assigns work, addresses poor performance, and answers for the outcome. This class tackles the awkward transition directly: establishing authority without acting superior, managing former peers, setting expectations, and establishing a workable first-month routine.

BEST FOR Foremen, assistant supers, lead technicians, new managers
PRACTICE Practice the first crew meeting and a coaching conversation with a former peer.
TAKEAWAY First-90-days leadership plan and a supervisor expectations card
FORMAT Half-day / two-session series

COURSE L02

Credibility Before Authority

How construction leaders earn cooperation without relying on position

Being the loudest person on the jobsite is not the same as leading. Participants look at the behaviors that create credibility with trades, operations, owners, and customers: consistency, fair judgment, listening, preparation, and follow-through. They distinguish approachability from people-pleasing and learn to be firm without making every disagreement personal.

BEST FOR Superintendents, managers, PMs, owner-operators
PRACTICE Respond to a trade partner who challenges a legitimate site requirement.
TAKEAWAY Credibility audit and leadership behavior commitments
FORMAT Half-day

COURSE L03

Coach the Craft. Develop the Person.

The conversations that make tomorrow's leaders better

Construction businesses often train technical tasks while leaving judgment, communication, and responsibility to chance. This course shows managers how to observe work, ask useful questions, give specific feedback, recognize improvement, and prepare employees for greater responsibility. It separates coaching, mentoring, instruction, and correction so leaders know when to use each.

BEST FOR Owners, supervisors, senior tradespeople, sales managers
PRACTICE Coach an employee after a repeat installation or client-service mistake.
TAKEAWAY Coaching conversation guide and developmental assignment worksheet
FORMAT Half-day / two-part lab

01 / LEADERSHIP

Leadership & People Development / continued

COURSES L04–L06

COURSE L04

Delegate the Outcome, Not Just the Task

Grow capacity without losing control of standards

Delegation fails when the manager gives away work but not the definition of success, authority, resources, or follow-up. Participants learn to assign outcomes with clear quality expectations and decision boundaries, match work to developing strengths, and establish check-ins that protect both autonomy and accountability. The aim is fewer preventable owner escalations—not abdication.

BEST FOR Owners, senior managers, PMs, department heads
PRACTICE Delegate a difficult client issue or procurement decision using defined boundaries.
TAKEAWAY Delegation brief and decision-authority map
FORMAT 90-minute intensive / half-day

COURSE L05

Accountability Without the Chase

Turn commitments into completion

Reminders are not a management system. This class addresses late work, vague commitments, inconsistent standards, and repeated excuses by building specific agreements about ownership, deadlines, evidence of completion, and appropriate consequences. Leaders practice intervening while issues can still be corrected, without humiliating employees or damaging productive relationships.

BEST FOR Field leaders, operations managers, owners, branch leaders
PRACTICE Run a recovery conversation after an agreed subcontractor milestone is missed.
TAKEAWAY Commitment register and accountability conversation planner
FORMAT Half-day

COURSE L06

The Good Employee, Difficult Teammate

Handle friction without losing your best people

A highly productive employee can still damage a crew through sarcasm, blaming, poor handoffs, or refusal to cooperate. Participants separate personality differences from observable behavior, manage confrontations professionally, and use fair standards rather than favoritism. The course also covers what to do when the manager is part of the problem.

BEST FOR Supervisors, company leaders, HR partners, sales managers
PRACTICE Address a high performer whose attitude is pushing reliable team members away.
TAKEAWAY Behavior-to-impact worksheet and correction plan
FORMAT 90-minute clinic / half-day

01 / LEADERSHIP

Leadership & People Development / continued

COURSES L07–L09

COURSE L07

One Plan. One Crew. One Standard.

Build alignment between office, field, sales, and trades

A business can post a strong vision and still run on conflicting instructions. This workshop translates company direction into operational expectations: what the team is building, why the standard matters, who decides, and how concerns move upstream. It is especially valuable when different departments make promises that others must deliver.

BEST FOR Leadership teams, field and office managers, growing firms
PRACTICE Reconcile three conflicting priorities on an active construction schedule.
TAKEAWAY Team operating agreement and shared-priority brief
FORMAT Half-day

COURSE L08

Lead the Change Before It Leads the Team

Guide people through new processes, systems, and expectations

New software, a revised building system, rapid growth, or a new manager can trigger resistance even when the change makes sense. Participants learn to explain the business reason, invite legitimate operational concerns, distinguish resistance from useful feedback, and coach adoption. They leave with a change conversation they can actually use.

BEST FOR Owners, department leaders, branch managers, rollout teams
PRACTICE Introduce a new documentation process to a skeptical field team.
TAKEAWAY Change launch plan and resistance-response guide
FORMAT Half-day

COURSE L09

Teach the Trade. Transfer the Standard.

Train the trainers who prepare the next generation

The best installer or superintendent may not know how to teach what they do instinctively. Participants learn to break a task into observable steps, demonstrate without overwhelming, check understanding, use teach-back, give safe corrective feedback, and document readiness. Practical examples include onboarding a new technician, explaining a quality standard, and training a replacement for a critical role.

BEST FOR Lead trades, field trainers, supervisors, onboarding leads
PRACTICE Design and deliver a ten-minute training demonstration for a recurring jobsite task.
TAKEAWAY Task demonstration planner and learner checkoff guide
FORMAT Half-day / full-day practice lab

02 / COMMUNICATION

Communication, Influence & Body Language

The message, the moment, and the agreement that follows: skill for high-stakes conversations.

COURSE C01

Read the Room. Don't Read Minds.

Body language and listening in the moments that matter

A crossed arm, long pause, or sudden change in tone is a cue to ask a better question—not proof of what someone thinks. This course teaches observable communication signals, context, active listening, and respectful follow-up. Practice scenarios include buyer consultations, subcontractor conflict, jobsite briefings, and sensitive employee conversations.

BEST FOR Sales teams, PMs, supervisors, client coordinators
PRACTICE Handle a buyer who says "everything looks fine" while showing signs of hesitation.
TAKEAWAY Observation-and-question checklist
FORMAT 90-minute session / half-day

COURSE C02

Say It So the Work Gets Done

Clarity across the office, field, and client

Much of what goes wrong on a project begins with a message that sounded clear to the sender but meant something different to the receiver. Participants practice communicating the decision, owner, deadline, quality expectation, and next step. They improve verbal updates, emails, texts, meeting recaps, and instructions without burying the team in unnecessary documentation.

BEST FOR All project-facing staff; especially PMs and coordinators
PRACTICE Rewrite a vague field message that caused costly work to proceed on an assumption.
TAKEAWAY Clear-message template and update checklist
FORMAT Half-day

COURSE C03

Bad News, Delivered Early

Protect trust when scope, schedule, or cost changes

Clients dislike surprises more than they dislike difficult facts. This course gives construction professionals a sequence for explaining delays, scope discoveries, warranty concerns, and price changes: verify the facts, state the impact, explain choices, document commitments, and avoid promises the team cannot keep. It practices calm delivery without evasiveness or defensiveness.

BEST FOR Builders, remodelers, PMs, customer-service and warranty teams
PRACTICE Tell a homeowner that a hidden condition changes the scope and completion date.
TAKEAWAY Difficult-update planner and client follow-up template
FORMAT Half-day

02 / COMMUNICATION

Communication, Influence & Body Language / continued

COURSES C04–C06

COURSE C04

Conflict Without the Blowup

Negotiate differences while protecting the working relationship

Disputes between trades, between sales and production, or with a frustrated customer can easily turn into positional fights. Participants learn to identify the real disagreement, separate facts from assumptions, ask for evidence, set professional boundaries, and negotiate the next workable step. The course is about resolving operating conflict—not avoiding necessary confrontation.

BEST FOR Foremen, supers, PMs, account managers, customer teams
PRACTICE Resolve a disputed scope responsibility between two trades at a schedule-critical handoff.
TAKEAWAY Conflict preparation sheet and agreement record
FORMAT Half-day

COURSE C05

Listen for What Isn't in the Complaint

Active listening and emotional intelligence under pressure

The first complaint is often the symptom rather than the underlying concern: uncertainty, embarrassment, fear of cost, or feeling ignored. Participants learn to notice their own reactions, ask productive follow-ups, summarize accurately, and respond without making unverified assumptions about motives. Exercises span clients, coworkers, and builder-vendor relationships.

BEST FOR Customer-facing teams, supervisors, service managers
PRACTICE Investigate a client's angry call about a schedule without jumping to a solution too soon.
TAKEAWAY Listening prompts and response reset card
FORMAT 90-minute clinic

COURSE C06

Stand Up. Explain It. Earn Confidence.

Presentations that help clients and crews make decisions

Technical expertise does not automatically translate into a persuasive meeting. Participants structure briefings, proposals, product demonstrations, safety messages, and client selections around what the audience needs to decide. The emphasis is on clear facts, credible visuals, confident delivery, and questions—not performance tricks or a memorized sales pitch.

BEST FOR Estimators, vendor reps, salespeople, trainers, leaders
PRACTICE Give a five-minute presentation explaining a proposed product or project change.
TAKEAWAY Presentation planning sheet and peer feedback rubric
FORMAT Half-day / full-day with practice

02 / COMMUNICATION

Communication, Influence & Body Language / continued

COURSES C07–C08

COURSE C07

The Meeting Must Move the Job

Shorter meetings, clearer decisions, stronger follow-through

Weekly production meetings and client check-ins lose value when they become recaps with no decisions. Participants learn to build an agenda around constraints and decisions, manage time, record ownership, and close each meeting with dated action. The workshop includes daily huddles, OAC meetings, sales meetings, and management reviews.

BEST FOR Project managers, owners, department heads, team leads
PRACTICE Rescue a weekly construction meeting that is generating reports but not clearing roadblocks.
TAKEAWAY Decision-first agenda and action log
FORMAT 90-minute clinic / half-day

COURSE C08

The Handoff That Holds

Stop losing information between sale, estimate, and jobsite

A project may be won on the strength of a promise that never reaches production. This course makes hidden handoff assumptions visible: scope, selections, exclusions, price commitments, site constraints, customer preferences, and next contacts. Teams establish a transfer conversation that respects both the customer relationship and what operations can deliver.

BEST FOR Sales, estimating, preconstruction, production, warranty
PRACTICE Repair a sales-to-production handoff with two undocumented promises and an approaching start date.
TAKEAWAY Cross-functional handoff checklist and exception log
FORMAT Half-day

03 / SALES & SERVICE

Sales, Customer Experience & Market Influence

Win the right work, communicate value, preserve trust, and deliver the promise.

COURSE S01

Value Before the Number

Sell craftsmanship, process, and certainty without racing to discount

Buyers compare bids more confidently when they understand scope, allowances, project risk, service, and the difference between price and total value. Participants learn to explain what is included, where uncertainty lives, and why one proposal may cost more than another. The class discourages vague quality claims and pressure tactics in favor of specific evidence.

BEST FOR Builders, remodelers, estimators, new-home sales
PRACTICE Present two differently scoped remodeling proposals without attacking a competitor.
TAKEAWAY Value comparison and proposal conversation guide
FORMAT Half-day

COURSE S02

Discover the Real Job Before You Quote

Ask better questions before the estimate or product recommendation

Speedy quoting is not always good selling. Participants learn to uncover the buyer's intended use, timing, decision process, budget realities, competing priorities, and unspoken constraints before recommending an approach. Practice extends to residential remodeling, construction products, specialty services, and new-home consultations.

BEST FOR Sales consultants, business development, estimators, owners
PRACTICE Qualify an inquiry from a prospect with a wish list but unclear authority or budget.
TAKEAWAY Discovery guide and opportunity qualification checklist
FORMAT Half-day

COURSE S03

When the Buyer Says, "Your Price Is High"

Respond to objections with evidence and sound questions

Not every price objection means the same thing. The buyer may lack a comparable scope, misunderstand the allowance, distrust the timeline, or simply face a budget limit. This workshop teaches salespeople to diagnose the objection before responding, explain tradeoffs accurately, and avoid unnecessary concessions. Participants also practice knowing when an opportunity is not a fit.

BEST FOR Builder sales, remodelers, suppliers, trade business owners
PRACTICE Respond to a homeowner comparing a detailed proposal with a much lower incomplete bid.
TAKEAWAY Objection diagnosis worksheet and value-response planner
FORMAT Half-day

03 / SALES & SERVICE

Sales, Customer Experience & Market Influence / continued

COURSES S04–S06

COURSE S04

Negotiate Without Giving Away the Job

Protect scope, price, schedule, and relationships

Good negotiation begins before someone asks for a discount. Participants learn to prepare alternatives, distinguish concessions from scope changes, document terms, protect essential requirements, and address the buyer's actual priorities. Realistic exercises cover supplier contracts, new-home incentives, remodel revisions, and subcontractor commitments.

BEST FOR Owners, sales managers, procurement, supplier reps
PRACTICE Negotiate a requested price reduction while preserving gross margin and project obligations.
TAKEAWAY Negotiation preparation and concession-trade worksheet
FORMAT Half-day

COURSE S05

Sell to the Builder, Not Just the Buyer

Become a useful resource to construction accounts

Builders care about more than product features. Owners may focus on risk and economics, project managers on delivery, and field leaders on installability and service. This class teaches supplier and manufacturer representatives to discover priorities across roles, communicate defensible product value, and earn follow-up meetings through relevance rather than repetitive check-ins.

BEST FOR Manufacturers, distributors, supplier branches, service vendors
PRACTICE Present a system change to a builder resistant to trying unfamiliar products.
TAKEAWAY Multi-contact builder account plan
FORMAT Half-day / sales-team series

COURSE S06

The Proposal That Moves the Decision

Make the next step easy without manufacturing urgency

A proposal can be accurate and still fail to answer the buyer's real questions. Participants organize presentations around desired outcomes, clear inclusions and exclusions, cost drivers, timing, decision criteria, and a respectful decision process. Practice emphasizes follow-up agreements that are specific and professional.

BEST FOR New-home sales, remodelers, specialty contractors, supplier reps
PRACTICE Present a proposal when two decision-makers have different priorities.
TAKEAWAY Proposal presentation flow and decision-next-step card
FORMAT Half-day

03 / SALES & SERVICE

Sales, Customer Experience & Market Influence / continued

COURSES S07–S09

COURSE S07

Follow Up With Purpose

Create a sales rhythm that builds confidence instead of irritation

The most useful follow-up provides clarity, answers an unresolved concern, or makes an agreed decision easier. Participants build a prospect management rhythm with notes, ownership, contact timing, and meaningful reasons to reconnect. The course distinguishes an active sales opportunity from a contact who should be respectfully released.

BEST FOR Business development, inside sales, new-home teams
PRACTICE Rebuild a stale pipeline of bids, appointments, and unreturned proposals.
TAKEAWAY Opportunity follow-up plan and CRM field guide
FORMAT 90-minute clinic / half-day

COURSE S08

Coach the Sales Conversation, Not Just the Number

Build better sales managers and more consistent teams

Weekly reports show what happened; they rarely show why. Managers practice observing discovery quality, proposal conversations, objection handling, and next-step discipline. They learn how to coach a call, hold a constructive pipeline review, recognize progress, and separate lack of skill from lack of activity.

BEST FOR Sales directors, branch leaders, brokerage managers
PRACTICE Conduct a coaching review after an otherwise promising buyer meeting stalls.
TAKEAWAY Sales coaching scorecard and one-on-one guide
FORMAT Half-day / monthly reinforcement

COURSE S09

From First Inquiry to Final Walk

Design a customer experience customers can trust

Customer experience in construction crosses many hands: marketing, sales, design, scheduling, field, accounting, and warranty. Participants map the moments when customers most need information and establish standards for responsiveness, expectations, selections, handoffs, and closeout. It is designed to reduce avoidable confusion as well as strengthen referrals.

BEST FOR Builders, remodelers, service teams, warranty, offices
PRACTICE Map a customer journey with two dropped handoffs and repeated status requests.
TAKEAWAY Customer journey map and service standard worksheet
FORMAT Half-day / full-day

03 / SALES & SERVICE

Sales, Customer Experience & Market Influence / continued

COURSES S10–S11

COURSE S10

When the Customer Is Upset

Recover the relationship without promising what you cannot deliver

A complaint is a moment of consequence, not an invitation to argue. Participants practice acknowledging concerns, separating confirmed facts from blame, establishing ownership, and setting realistic next communications. Scenarios include delays, warranty disputes, change-order confusion, product failures, and unpleasant closing experiences.

BEST FOR PMs, warranty teams, sales, service and showroom staff
PRACTICE Handle a homeowner demanding a resolution before the technical cause is known.
TAKEAWAY Service recovery conversation guide
FORMAT 90-minute clinic / half-day

COURSE S11

Reputation Before Advertising

Build a credible presence buyers and referral partners recognize

Marketing and personal branding work best when the message matches the experience delivered. This course helps owners and teams sharpen who they serve, what problems they solve, how they demonstrate proof, and where referrals originate. It connects positioning, consistent communication, website claims, social presence, and client follow-through without pretending more posts automatically mean more revenue.

BEST FOR Owners, business development, real estate and sales teams
PRACTICE Rewrite a generic “quality and service” pitch into a credible buyer-specific explanation.
TAKEAWAY Positioning brief and referral touchpoint map
FORMAT Half-day

04 / OPERATIONS

Business Execution, Project Control & Decisions

Sound judgment, reliable priorities, and financial discipline for busy construction organizations.

COURSE B01

Own the Day Before It Owns You

Attention, priorities, and control for busy construction professionals

When every call feels urgent, planning becomes the first thing sacrificed. Participants audit interruptions, identify work only they can do, protect time for decisions, and create realistic daily and weekly priorities. The exercise distinguishes real emergencies from predictable operating problems disguised as emergencies.

BEST FOR Owners, PMs, sales managers, supervisors, office teams
PRACTICE Rebuild a day interrupted by clients, crews, suppliers, and a missed selection deadline.
TAKEAWAY Weekly priority map and interruption rules
FORMAT 90-minute clinic / half-day

COURSE B02

Make the Judgment Call

Critical thinking when the facts are incomplete

Construction rarely offers perfect information. Leaders must decide what is known, what must be verified, who has authority, and what happens if a decision is wrong. This course strengthens the habit of framing decisions, evaluating consequences, using sound assumptions, and documenting next steps instead of relying on either panic or endless analysis.

BEST FOR Owners, PMs, lead supers, operations executives
PRACTICE Choose a response to a late delivery with two imperfect recovery options.
TAKEAWAY Decision brief and escalation boundary card
FORMAT Half-day

COURSE B03

The Profit You Already Sold

Protect estimated margin during production

Margin erosion usually arrives through ordinary decisions: unclear scope, unapproved changes, missed labor assumptions, purchasing drift, and weak cost-to-complete forecasts. Participants connect proposal language to job-cost reporting and change approval discipline, then identify leading indicators of overruns. This is applied management training, not a substitute for the firm's accounting process.

BEST FOR Owners, estimators, PMs, operations, accounting partners
PRACTICE Review a job with committed costs, unbilled changes, and an optimistic forecast.
TAKEAWAY Margin exposure worksheet and change-order control map
FORMAT Half-day / full-day

04 / OPERATIONS

Business Execution, Project Control & Decisions / continued

COURSES B04–B06

COURSE B04

From Firefighting to Forward Planning

Project coordination that prevents tomorrow's surprise

A busy jobsite is not necessarily a controlled jobsite. Participants build a simple rhythm for look-ahead planning, constraints, trade readiness, owner decisions, documentation, and escalation. The class focuses on the management conversations that make schedules useful rather than treating a chart as the complete solution.

BEST FOR PMs, superintendents, coordinators, trade contractors
PRACTICE Recover a two-week schedule after selections and materials collide with trade availability.
TAKEAWAY Look-ahead meeting format and constraint register
FORMAT Half-day / full-day

COURSE B05

Where the Business Is Leaking

Diagnose the systems behind repeated problems

A company can stay busy while quietly losing profit, capacity, and customer confidence. This facilitated session examines where work repeatedly stalls: estimating, scheduling, handoffs, callbacks, owner approvals, employee development, and sales follow-through. Leaders prioritize the few fixes that matter most, assign accountability, and establish evidence that the fix is working.

BEST FOR Owners, executive teams, department heads
PRACTICE Trace three recurring company complaints to their underlying processes and owners.
TAKEAWAY Operating friction assessment and 30-day priority list
FORMAT Half-day executive workshop

COURSE B06

Build a Company That Can Lead Without You

Succession, delegation, and the next generation of managers

Owner dependence can limit growth long before a formal succession event. Participants identify decisions concentrated at the top, roles without capable backup, leadership readiness gaps, and the specific experiences people need before receiving more authority. The emphasis is on building continuity through capability and responsibility, not simply choosing a future successor.

BEST FOR Owners, principals, senior leaders
PRACTICE Map an owner's recurring approvals and select three leadership handoffs to develop.
TAKEAWAY Leadership depth map and 90-day transfer plan
FORMAT Half-day / multi-session

04 / OPERATIONS

Business Execution, Project Control & Decisions / continued

COURSES B07–B08

COURSE B07

The Project Is Talking. Are You Listening?

Use schedule, cost, quality, and customer signals earlier

Good managers detect trouble before the final invoice or angry phone call. This workshop connects open constraints, overdue decisions, cost movement, repeated callbacks, unresolved client questions, and missed commitments into a practical review rhythm. Participants choose a small set of signals their existing systems can reliably capture.

BEST FOR Project leads, owners, branch managers
PRACTICE Build a weekly early-warning review from a troubled example project.
TAKEAWAY Project signal scorecard and issue escalation sheet
FORMAT Half-day

COURSE B08

Goals That Survive Monday Morning

Turn company priorities into work people can finish

Annual objectives fall apart when crews, project managers, and sales teams cannot connect them to this week's decisions. Participants turn a business priority into clear ownership, leading indicators, manageable milestones, and a review cadence. They also distinguish activity targets from results that matter, so the company does not mistake busyness for progress.

BEST FOR Owners, department heads, branch and sales managers
PRACTICE Translate a growth or callback-reduction goal into a 30-day team commitment plan.
TAKEAWAY Goal-to-execution sheet and weekly review card
FORMAT Half-day

05 / PEOPLE & CULTURE

Culture, Resilience & Professional Growth

The daily behaviors that strengthen working relationships and sustainable performance.

COURSE P01

Motivation Without the Pep Talk

Engagement built on clear work and useful recognition

Employees do not stay committed because of a speech alone. They need to understand the goal, know what good work looks like, see that effort is noticed, and believe standards apply fairly. Participants develop practical ways to recognize progress, involve capable people in decisions, and strengthen connection between office and field without relying on gimmicks.

BEST FOR Owners, supervisors, HR partners, department leaders
PRACTICE Redesign a crew recognition conversation that currently rewards speed but ignores callbacks.
TAKEAWAY Recognition and engagement action plan
FORMAT 90-minute clinic / half-day

COURSE P02

Pressure Without the Panic

Emotional intelligence and steady decisions in difficult weeks

Weather, clients, crews, and cash demands can compress decision time and raise emotions. Participants learn to notice signs of escalation in themselves, use brief response resets, clarify the actual decision, and communicate calmly. The session deals with practical leadership behavior rather than medical treatment or promises to eliminate stress.

BEST FOR Owners, supers, sales, service teams
PRACTICE Respond to an escalating jobsite confrontation without spreading urgency or blame.
TAKEAWAY Pressure-response plan and personal trigger checklist
FORMAT 90-minute clinic / half-day

COURSE P03

The Workload Conversation Leaders Avoid

Manage capacity, commitments, and sustainable performance

Overloaded teams often look productive until errors, absence, and resentment show up. This class helps managers distinguish chronic overload from a temporary surge, raise capacity concerns without excuses, rebalance assignments, and set honest client expectations. It connects personal discipline with managerial responsibility rather than placing the entire burden on employees.

BEST FOR Managers, PMs, team leaders, business owners
PRACTICE Reprioritize work for a team with more committed starts than available field capacity.
TAKEAWAY Capacity conversation guide and work-priority reset
FORMAT Half-day

05 / PEOPLE & CULTURE

Culture, Resilience & Professional Growth / continued

COURSES P04–P05

COURSE P04

Professionalism Is Part of the Product

Business etiquette, ethics, and credibility at every touchpoint

Customers evaluate professionalism through arrival times, appearance, respectful communication, site behavior, digital messages, handling of mistakes, and how people treat other trades. Participants define a standard that works across the office, jobsite, showroom, and client home. Ethical boundaries and accurate representations are central, not optional.

BEST FOR Field employees, sales, office support, vendor service teams
PRACTICE Respond to an employee's inappropriate customer message and repair the standard.
TAKEAWAY Professional conduct checklist and scenario response card
FORMAT 90-minute session / half-day

COURSE P05

Turn a Group of Specialists Into a Team

Build useful relationships across roles without forced team-building

Construction teams can be competent individually yet fail collectively when they do not understand each other's constraints. Participants identify where handoffs and assumptions create unnecessary conflict, discuss shared standards, and practice giving help and feedback across functional boundaries. The outcome is a clearer way to work together, not a feel-good afternoon.

BEST FOR Company-wide teams, newly merged divisions, departments
PRACTICE Align a sales manager, superintendent, estimator, and coordinator around a client promise.
TAKEAWAY Team expectations charter and handoff commitments
FORMAT Half-day

06 / PROPERTY SALES

New-Home & Real Estate Applications

Buyer-facing and brokerage scenarios grounded in sales, communication, and management fundamentals.

COURSE R01

The New-Home Buyer Conversation

Sell the lifestyle while explaining the realities

New-home sales professionals must build excitement without concealing timing, options, costs, construction limitations, or approval requirements. Participants combine discovery, visual communication, objection handling, and clear next steps so buyers understand what they are choosing. The session explicitly practices the transition from sales promise to builder process.

BEST FOR Builder sales counselors, community sales managers
PRACTICE Guide a buyer through an incentive and homesite decision with honest tradeoffs.
TAKEAWAY New-home discovery and expectation map
FORMAT Half-day

COURSE R02

The Listing Conversation With Substance

Build confidence through credible data and clear expectations

Agents sometimes mistake polished presentation for useful advice. This workshop builds a seller consultation around goals, evidence, timing, pricing tradeoffs, communication preferences, and the decisions likely to arise. It uses body language as a cue for inquiry, never as a substitute for asking the client what matters.

BEST FOR Agents, team leads, brokers
PRACTICE Explain a pricing recommendation to a seller who expects more than the market supports.
TAKEAWAY Seller consultation and expectation-setting guide
FORMAT Half-day

COURSE R03

Brokerage Leadership Beyond Production

Coach agents, manage standards, and develop new team leaders

The strongest producing agent is not automatically the strongest manager. Participants examine coaching, feedback, ethical marketing standards, priority management, recognition, and accountability in a brokerage setting. Scenarios address inconsistent client follow-up, new-agent onboarding, and managing respected high producers.

BEST FOR Brokers, sales managers, team leaders
PRACTICE Coach an agent with strong volume and recurring client communication complaints.
TAKEAWAY Agent coaching review and brokerage team agreement
FORMAT Half-day / multi-session

HOW WE WORK

Training that reaches the jobsite, the sales floor, and the next meeting.

Courses are selected and shaped around the people doing the work—not delivered as an unrelated collection of slides.

01 DEFINE THE NEED

We begin with the audience, recurring problem, and what successful on-the-job behavior would look like.

02 SELECT THE RIGHT SCOPE

Choose one session, a team workshop, or a series. Course combinations can span roles and departments.

03 PRACTICE REAL SITUATIONS

Use familiar scenarios: delayed selections, trades coordination, pricing objections, service recovery, coaching, and client updates.

04 SUPPORT APPLICATION

Where appropriate, add participant takeaways, manager follow-up, and structured practice between sessions.

05 REVIEW BUSINESS SIGNALS

Agree on practical measures the organization can track—such as follow-up consistency, handoff quality, customer updates, or decision timeliness.

DELIVERY OPTIONS Focused clinics · Half-day and full-day workshops · Supervisor intensives · Team development series · Association and conference education · In-person or virtual where appropriate

ABOUT BLAST SEMINARS

Industry experience changes what happens in the room.

Tim Lansford combines construction operations, real estate, leadership development, and professional speaking experience with the practical challenges of running and growing organizations.

He understands the pressure on the owner who cannot be everywhere, the superintendent coordinating a tight schedule, the supplier representative building trust with contractors, and the sales professional navigating an important buyer decision. BLAST uses that operating context to make training useful to experienced professionals—not just new employees.

BLAST stands for Business, Leadership and Sales Training. Training can be tailored to builders, remodelers, trade contractors, suppliers, manufacturers, new-home sales teams, and real estate organizations.

START A CONVERSATION

What would you like your team to do better?

Tell us who needs the training, what keeps going wrong, and what a successful change would look like. We can recommend an initial course or a sequenced development plan.

TIM LANSFORD | BLAST SEMINARS

214-356-9663

Tim@TimLansford.com

TimLansford.com

Company training · Leadership academies · Sales and service workshops · Association programs

Course durations, learning materials, scheduling, and pricing are confirmed during engagement planning. Training content and exercises can be tailored to the organization's roles and priorities.