

phbi



# SASKATOON & REGION HOME BUILDERS' ASSOCIATION

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2020 COURSES

## Why PHBI?

The Professional Home Builders Institute (PHBI) is an approved Blue Seal education provider and the premium provider of quality education for the residential construction industry. Since 1987, PHBI has kept pace with the home construction industry's ever changing needs by designing and delivering practical education that meets or exceeds the national benchmarks as established by the Canadian Home Builders' Association.

PHBI is the not-for-profit leader that provides 27 core courses in three disciplines (Sales & Marketing, Business and Construction) through instructors that are recognized as subject matter experts in their respective disciplines.

## PHBI By The Numbers

**83%** of students rated their overall impression of the course "very good" or "excellent"  
*AB students surveyed in 2018*

**88%** of students indicated they were likely to recommend the course to others  
*AB students surveyed in 2018*

■ BRITISH COLUMBIA ■ ALBERTA ■ ONTARIO

### COURSES AVAILABLE

■ In Development



### COURSES TAKEN ONLINE



**IN THE LAST 5 YEARS ALONE, PHBI HAS TRAINED 6400+ STUDENTS WITH 9000+ COURSE REGISTRATIONS**

*Geographical Breakdown of Course Registrations Since 2014.*



# Customer Service Professional

Acquire a deep appreciation for the value of exceptional service; learn how to set, improve and sustain customer value in the organization; develop powerful techniques for understanding customer perspectives and creating long-term business relationships; and learn client management skills that form the foundation of unique customer experiences.

## Knowledge & Skill Building Areas

- Customer Expectations: Define, Align & Reinforce
- Customer Meetings: Agendas, Controversies & Meeting
- Rehearsal
- Selection Strategies
- Customer Orientation Role Plays
- The Fundamentals & Fine Points of Warranty
- Partners in Service: Trade Partner Plan
- Customer Challenges: Judgement Skills
- Organized for Success
- Communication Protocols
- Writing as a Service
- Feedback & Referrals

**Student Testimonial:** *"Honestly, greatest and most meaningful course that I have ever taken. Very thorough course hitting every detail about customer service and more in the industry. Loaded with tips!"*



31h

TIME



\$809

SRHBA  
COST



# New Home Marketing

No matter what you do, your business cannot realize its potential without a solid marketing plan to create awareness, promote your products, and cultivate customer satisfaction and loyalty. Learn a systematic approach to developing and implementing marketing objectives that align with your company's mandate.

## Knowledge & Skill Building Areas

- Basic Marketing Fundamentals in Home Building
- Branding
- Advertising
- Website Marketing
- Social Media Marketing
- Research and Planning
- Developing a Marketing Plan
- Key Sales Applications

**Student Testimonial:** *"This course gives you a great understanding of what marketing really is in a detailed form. It's great for everyone in the home building industry."*



26h

TIME



\$609

SRHBA  
COST





## Sales Skills Fundamentals

Hone your competitive edge and enlarge your own unique selling proposition by delving into the selling strategies used by top companies. As you learn various selling techniques, you will uncover ways to engage, qualify and build rapport with customers while presenting your company and its products in the best possible light.

### Knowledge & Skill Building Areas

- Sales Fundamentals
  - Sales vs. Marketing
  - Customer Service
  - Ethics
- Sales Presentation Fundamentals
  - Presentation
  - Discovery
  - Handling Objections
  - Closing
  - Follow Up
  - Referrals
- Prospecting

**Student Testimonial:** *"I absolutely loved this course! I can see where I've been falling short and can't wait to implement my new tools."*



22h

TIME



\$609

SRHBA  
COST



## Sales Management

Maximize your sales leadership potential by learning the fundamentals - from recruiting and hiring effective sales teams to using the latest motivational and coaching techniques to lead them to success. Develop advanced skills in promotional advertising and merchandising to become a strategic planner within your organization.

### Knowledge & Skill Building Areas

- Functions of the Sales Manager
- Leadership Styles
- Management & Leadership
- Motivation
- Staff Recruitment & Retention
- Training Programs
- Sales Fundamentals
- Sales Roles
- Organizational Growth
- Remuneration
- Sales & Marketing
- Marketing Strategies

**Student Testimonial:** *"There are many key factors such as cost analysis, budgeting, marketing, sales strategies and tactics that many rookie Sales Managers aren't too familiar with. After taking this course, I feel that this should be a prerequisite for anyone entering into a Sales Manager role."*



15h

TIME



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COST



## Business & Management Fundamentals

Rise to the challenge of the homebuilding industry by successfully applying the fundamentals of business management - setting realistic goals, benchmarking and creating standards for production as well as service, accounting, sales, marketing and profitability.

### Knowledge & Skill Building Areas

- Business Fundamentals
- Sales & Marketing
- Finance & Accounting
- Operations & Administration
- Management Fundamentals
- Planning
- Organizing
- Leading
- Controlling
- Change

**Student Testimonial:** *"Very practical knowledge and skills that can be applied to any position. Definitely recommend."*



28h

TIME



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## Construction Fundamentals

Explore the relationships between various phases of construction; examine standard documents and processes that govern construction practices and develop a sound understanding of key considerations at each phase - including safety.

### Knowledge & Skill Building Areas

- Excavation
- Footings & Foundations
- Foundation Cap
- Framing the Walls
- Roof Structure
- Windows & Doors
- Roofing
- Fascia, Soffits and Siding
- Eavestroughs, Stairs & Decks
- Heating, Ventilation & Air Conditioning Rough-In
- Fireplace Rough-In
- Plumbing Rough-in
- Electrical Rough-in
- Concrete Flatwork
- The Building Envelope
- Interior Finishes

**Student Testimonial:** *"Lots of knowledge gained with a very good overview of all the construction processes involved in building a home. Helped me round out my knowledge of some trades that I knew very little about."*



20h

TIME



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## Advanced Sales Skills

Increase your sales by honing your selling and interpersonal skills, and become a leader in your field by learning to successfully manage the sales process. As the second level of Professional Selling, this course enhances the skills essential to achieve an even greater level of success and achievement in the new home sales industry.

### Knowledge & Skill Building Areas

- Goal Setting
- Time Management
- Communication
- Behavioral Styles
- Creativity
- Creating Urgency
- Motivation
- Multicultural Selling
- Construction Principles



22h

TIME



\$609

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COST



## Sales Professional in the Home Building Industry

In today's competitive marketplace, you need to be able to do it all and do it well. To build customer confidence and streamline sales, learn to complete the documents required to finalize deals effectively, and hone your mastery of industry terminology and the impacts of legal matters and contractual documents such as mortgages and mandatory warranty agreements.



20h

TIME



\$609

SRHBA  
COST



# Soft Skills Training Courses

## BUSINESS

- Business Acumen
- Business Etiquette
- Business Ethics
- Business Writing
- Collaborative Business Writing
- Communication Strategies
- Conflict Resolution
- Contract Management
- Creating a Great Webinar
- Creative Problem Solving
- Critical Thinking
- Cyber Security
- Developing a Lunch & Learn
- Digital Citizenship
- Entrepreneurship
- Facilitation Skills
- Goal Setting & Getting Things Done
- Knowledge Management
- Lean Process & Six Sigma
- Media & Public Relations
- Measuring Results from Training
- Meeting Management
- Negotiation Skills
- Networking Within the Company
- Networking Outside the Company
- Performance Management
- Presentation Skills
- Proposal Writing
- Public Speaking
- Risk Assessment and Management
- Supply Chain Management
- Telework and Telecommuting
- The Cloud and Business

## SOFT SKILLS

- Adult Learning – Mental Skills
- Adult Learning – Physical Skills
- Anger Management
- Assertiveness & Self Confidence
- Attention Management
- Body Language Basics
- Developing Creativity
- Emotional Intelligence
- Improving Mindfulness
- Increasing your Happiness
- Interpersonal Skills
- Improving Self Awareness
- Managing Personal Finances
- Personal Productivity
- Social Intelligence
- Social Learning
- Organizational Skills
- Taking Initiative
- Ten Soft Skills You Need

## SALES & MARKETING

- Coaching Salespeople
- Event Planning
- In Person Sales
- Internet Marketing Fundamentals
- Marketing Basics
- Motivating your Sales Team
- Multi-Level Marketing
- Overcoming Sales Objections
- Prospecting and Lead Generation
- Sales Fundamentals
- Social Media Marketing
- Top 10 Sales Secrets
- Trade Show Staff Training

## LEADERSHIP & MANAGEMENT

- Appreciative Inquiry
- Being A Likeable Boss
- Business Succession Planning
- Change Management
- Coaching & Mentoring
- Developing New Managers
- Delivering Constructive Criticism
- High Performance Teams within a Company
- High Performance Teams Remote Workforce
- Leadership & Influence
- Manager Management
- Middle Manager
- Office Politics for Managers
- Project Management
- Self-Leadership
- Servant Leadership
- Stress Management
- Supervising Others
- Talent Management
- Team Building for Managers
- Team Building through Chemistry
- Team Work and Team Building
- Time Management
- Train-the -Trainer
- Virtual Team Building & Management
- Women in Leadership

## HUMAN RESOURCES & DEVELOPMENT


- Civility in the Workplace
- Conducting Annual Employee Reviews
- Crisis Management
- Developing Corporate Behavior
- Diversity and Inclusion
- Employee Motivation
- Employee Onboarding
- Employee Recognition
- Employee Recruitment
- Employee Termination Processes
- Generation Gaps
- Health & Wellness at Work
- Hiring Strategies
- Human Resource Management
- Job Search Skills
- Life Coaching Essentials
- Managing Workplace Anxiety
- Millennial Onboarding
- mLearning Essentials
- Personal Branding
- Safety in the Workplace
- Social Media in the Workplace
- Universal Safety Practices
- Work-Life Balance
- Workplace Diversity
- Workplace Harassment
- Workplace Violence

## ADMINISTRATION & FINANCE

- Administrative Office Procedures
- Administrative Support
- Archiving and Records Management
- Basic Bookkeeping
- Budgets & Financial Reports
- Call Center Training
- Customer Service
- Contact Center Training
- Customer Support
- Executive & Personal Assistants
- Handling a Difficult Customer
- Telephone Etiquette

## MICROSOFT OFFICE SPECIALIST

- Access 2016 Essentials
- Excel 2016 Essentials
- Outlook 2016 Essentials
- PowerPoint 2016 Essentials
- Word 2016 Essentials
- Excel 2016 Expert
- Word 2016 Expert

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CANADIAN  
HOME WARRANTY  
PROTECTION PROGRAM