

A high-value, peer-to-peer expert training series offering contractors transformative new approaches that can help boost business immediately and measurably.





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# Speakers



## **Itzel Romo**

**Founder and Partner of  
King Roof Renovations**

Entrepreneur, international sales expert and coach; recognized as one of the youngest Latina businesswomen in the U.S.



## **Kyle Hoffman**

**Owner of Roofing & More Inc  
and Kyle Hoffman LLC**

Entrepreneur and speaker, transforming from a roofer to a successful construction company owner.



## **Daniel Ocampo**

**Expert Solar Energy with over  
10 years of experience**

High performance Sales trainer and coach, 10x culture, and team development



## **Jessica Stahl**

**Ignite Results  
Organizational Psychologist  
and business growth expert.**

Owner of Ignite Results, specializing in recruiting, onboarding and employee retention.



## **Martin Pettigrew**

**Monarch Roofing / Reeva Impact  
Author of The Roofing Machine**

Successful serial entrepreneur and founder of Monarch Roofing with sales exceeding 40 million per year.



## **Wade Baughn**

**Roofer 2 Roofer  
Roofing Business**

Outside of the box thinker with hands-on knowledge of the roofing business



## **Shawn Doyle**

**Doyle Group  
GAF affiliate since 2010**

Sales Coach and Trainer with 20+ years of experience

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## Sales Leadership....

You will learn essential skills to lead your team to sales success. Effective communication, clear goal-setting, and support for team members to overcome challenges. Propel business growth and development.



# Class Options

## Sales Leadership



### How to Grow Your Business Leveraging a Woman's Talent

**Speaker**  
**Itzel Romo**  
*Kingroof Renovations*

**Category**  
Sales Leadership

**Language**  
English / Spanish

**Audience**  
Business Owners / Sales  
Consultants / Female  
leaders

**Roofing Focus**  
Residential &  
Commercial

**Duration**  
1 hour

Unlock the potential of female professionals in the thriving roofing industry. This course empowers business leaders to strategically integrate women's unique strengths for accelerated development. Dive into fostering an inclusive workplace, propelling your business forward.

#### Learning Objectives:

- Recognize and leverage the unique strengths of female professionals.
- Strategically integrate women's talent for accelerated business development.
- Foster a dynamic and inclusive workplace culture for sustained success.

### How to Sell More Being the Owner of YOUR Time

**Speaker**  
**Itzel Romo**  
*Kingroof Renovations*

**Category**  
Sales Leadership

**Language**  
English / Spanish

**Audience**  
Business owners /  
Leaders

**Roofing Focus**  
Residential &  
Commercial

**Duration**  
1 hour

Dive into advanced strategies for business owners to master time management, refine the selling process, and leverage essential tools. Learn to compartmentalize tasks and build robust databases for sustained success. Elevate your business by embracing challenges beyond your comfort zone.

#### Learning Objectives:

- Implement advanced time management techniques for heightened productivity.
- Enhance the selling process through strategic refinement and optimization.
- Develop skills in task compartmentalization and database management for improved business efficiency."

### The Perfect Follow Up

**Speaker**  
**Itzel Romo**  
*Kingroof Renovations*

**Category**  
Sales Leadership

**Language**  
English / Spanish

**Audience**  
Business Leaders / Sales  
Consultants / Office  
Managers

**Roofing Focus**  
Residential &  
Commercial

**Duration**  
1 hour

Master the art of strategic follow-up with an effective calendar system. Elevate your business success through customer retention and seamless deal closures.

#### Learning Objectives:

- Develop a comprehensive follow-up calendar strategy.
- Enhance customer relationships for long-term retention.
- Streamline the deal-closure process with strategic follow-up.
- Implement effective communication tools and methods.
- Achieve sustained business success through systematic follow-up practices.



### Advanced Business: Your MapQuest Directions to Strengthening Leadership

**Speaker**

**Kyle Hoffman**  
*Roofing & More Inc and  
Kyle Hoffman LLC*

**Category**

Sales Leadership

**Language**

English

**Audience**

Owners, Leaders,  
Managers

**Roofing Focus**

Residential &  
Commercial

**Duration**

1 hour

Join Kyle, a successful roofing business owner, as he unveils strategies for effective leadership and team empowerment. Learn the crucial distinctions between being a boss, a manager, and a leader. Don't miss this game-changing opportunity to transform your business and life.

**Learning Objectives:**

- Develop key leadership strategies for team empowerment.
- Understand the distinctions between a boss, manager, and leader.
- Implement practices to build a business that thrives independently of individual presence.

### Mastering Questions for Sales

**Speaker**

**Shawn Doyle**  
*Doyle Group*

**Category**

Sales Leadership

**Language**

English

**Audience**

Owners, Sales managers,  
COO, CEO

**Roofing Focus**

Commercial / Residential  
(Distribution is a key target)

**Duration**

4 - 6 hours

Leverage the power of questions to influence, persuade, and connect with customers. Explore essential skills, techniques, and strategies for meaningful interactions. Differentiate, reveal, and connect with prospects skillfully. Achieve a winning position in sales by mastering the art of strategic questioning.

**Learning Objectives:**

- Develop essential skills for crafting impactful questions in sales.
- Employ techniques to leverage questions for meaningful engagement.
- Strategically use questions to differentiate and connect with prospects.

### Essential Negotiation Skills for Sales

**Speaker**

**Shawn Doyle**  
*Doyle Group*

**Category**

Sales Leadership

**Language**

English

**Audience**

Owners, Sales managers,  
COO, CEO

**Roofing Focus**

Commercial / Residential  
(Distribution is a key target)

**Duration**

4 - 6 hours

Master negotiation and influence for connecting with today's informed buyer. Navigate the buyer/seller gap by learning essential skills, techniques, and strategies. Enhance your ability to win sales and preserve profit.

**Learning Objectives:**

- Develop essential negotiation skills for effective buyer engagement.
- Implement techniques to bridge the buyer/seller gap successfully.
- Strategically leverage negotiation as a powerful tool to maximize sales and profitability."





## Presenting for Impact

**Speaker**  
**Shawn Doyle**  
*Doyle Group*

**Audience**  
Owners, Sales managers,  
COO, CEO

**Category**  
Sales Leadership

**Roofing Focus**  
Residential &  
Commercial

**Language**  
English

**Duration**  
4 - 6 hours

Master effective sales presentations beyond basic skills. Learn a unique approach for closing business successfully. Discover techniques to avoid common pitfalls like being pushy or sounding typical. This training aims to create sales connections, engagement, desire, and action. Equip sales reps to differentiate themselves and win business.

### Learning Objectives:

- Develop unique sales presentation skills for effective closing.
- Avoid pitfalls and enhance engagement in sales presentations.
- Create impactful connections, desire, and action through presentation techniques.

## Sales Engagement

**Speaker**  
**Shawn Doyle**  
*Doyle Group*

**Audience**  
Owners, Sales managers,  
COO, CEO

**Category**  
Sales Leadership

**Roofing Focus**  
Commercial / Residential  
(Distribution is a key target)

**Language**  
English

**Duration**  
3 hours

Unlock the power of negotiation, questions, and presentation skills in this 3-hour masterclass by renowned speaker Shawn Doyle. Explore the main elements of each skill and their synergies. Learn to integrate these skills for a comprehensive sales approach. Gain a perspective and roadmap for transitioning to a sales-engagement model, benefiting OWNERS, GMs, and SALES.

### Learning Objectives:

- Master negotiation techniques for effective deal-making.
- Develop impactful questioning strategies for customer engagement.
- Enhance sales presentation skills for delivering compelling pitches.

## Part 1 The Art and Science of Sales Engagement: Selling Change

**Speaker**  
**Shawn Doyle**  
*Doyle Group*

**Audience**  
Owners, Sales managers,  
COO, CEO

**Category**  
Sales Leadership

**Roofing Focus**  
Commercial / Residential  
(Distribution is a key target)

**Language**  
English / Spanish

**Duration**  
1 hour

Delve into the crucial components of the buyer's mindset in this high-level session. Gain insights into determining the buyer's current mindset, understanding decision-making levels, identifying buyer reluctance to change, and bridging the 'GAP' effectively. The webinar aims to equip participants with the skills to assess the buyer's mindset, comprehend the various decision-making levels, and pinpoint the buyer's current decision-making level for more targeted engagement.

### Learning Objectives:

- Assess the buyer's current mindset effectively.
- Recognize and understand the 4 levels of decision-making.
- Identify the buyer's current decision-making level for targeted engagement.

### Part 2

## The Art and Science of Sales Engagement: Using Questions to Influence and Persuade

**Speaker**  
**Shawn Doyle**  
*Doyle Group*

**Audience**  
Owners, Sales managers,  
COO, CEO

**Category**  
Sales Leadership

**Roofing Focus**  
Commercial / Residential  
(Distribution is a key target)

**Language**  
English

**Duration**  
1 hour

Explore the profound impact of questions in connecting with buyers during this webinar. Learn how to develop a dialogue that empowers the buyer, ensuring they feel in control. Key objectives include distinguishing between close-ended and open-ended questions, emphasizing the importance of customer participation, leveraging the power of 'Why' successfully, and employing questioning techniques to foster meaningful dialogue.

#### Learning Objectives:

- Differentiate between close-ended and open-ended questions.
- Facilitate customer dialogue, allowing them to share more.
- Leverage the power of 'Why' for successful influence in sales engagements.

### Part 3

## The Art and Science of Sales Engagement: What To Say

**Speaker**  
**Shawn Doyle**  
*Doyle Group*

**Audience**  
Owners, Sales managers,  
COO, CEO

**Category**  
Sales Leadership

**Roofing Focus**  
Commercial / Residential  
(Distribution is a key target)

**Language**  
English

**Duration**  
1 hour

Learn the art of presenting your value proposition effectively in sales engagement. Discover the power of specific phrases, discern impactful words, employ persuasion techniques, and utilize validation to overcome objections. Craft a focused message that resonates and leads to a 'yes.'

#### Learning Objectives:

- Enhance value proposition setup using specific phrases.
- Master impactful words for effective communication.
- Apply persuasion techniques for stronger buyer connections.

## Sales Domination

**Speaker**  
**Martin Pettigrew**  
*Reeva Impact*

**Audience**  
Owners, Sales managers,  
COO, CEO

**Category**  
Sales Leadership

**Roofing Focus**  
Commercial / Residential  
(Distribution is a key target)

**Language**  
English / Spanish

**Duration**  
1 hour

Elevate your sales experience with our "Sales Domination" program. Discover strategies to DOMINATE your market and maximize every opportunity.

Transform your team into a sales powerhouse by implementing the winning structure found in The Roofing Machine.

Learn to increase closing rates and grow your business based on the same structure and processes used in a 42 million dollar roofing empire.

#### Learning Objectives:

- **Master Strategic Sales:** Craft winning sales strategies that will DOMINATE your market for consistent success.
- **Team Empowerment:** Create a relentless and high-performing team and culture within your company.
- **Boost Closing and Referral rates:** Increase your closing rates and build a winning machine to elevate your business to new benchmarks and sustainable growth.





### Master Door to Door Sales and In-Homes Selling

**Speaker**  
**Daniel Ocampo**  
*Expert Solar Energy*

**Audience**  
Salespeople & Leaders

**Category**  
Sales Leadership

**Roofing Focus**  
Residential

**Language**  
English

**Duration**  
2 - 3 hours

Tailored for sales professionals seeking to excel in door-to-door and in-home sales, especially in home improvement, pest control, and energy sectors. Equip yourself with the expertise required for success in these niche markets.

#### Learning Objectives:

- Master In-Home Presentations: Develop compelling techniques to boost conversion rates.
- Specialized Sales Proficiency: Understand sector dynamics, adapting strategies accordingly.
- Effective Deal Closure: Enhance confidence and precision using proven strategies for sales and customer satisfaction.

### How to Generate Solar Leads and Grow YOUR Business

**Speaker**  
**Daniel Ocampo**  
*Expert Solar Energy*

**Audience**  
Salespeople & Leaders

**Category**  
Sales Leadership

**Roofing Focus**  
Residential

**Language**  
English

**Duration**  
2 - 3 hours

Tailored for roofing and energy industry entrepreneurs, sales professionals, and small business owners, this program hones strategies for high-quality solar leads and business expansion.

#### Learning Objectives:

- Lead Generation Mastery: Gain skills for consistent, valuable solar lead generation.
- Targeted Marketing: Develop industry-specific strategies for precise lead generation.
- Business Growth: Acquire tools for scaling and turning leads into thriving ventures.

### Unlocking Sales Success: Powerful Closing Techniques for Industry Professionals

**Speaker**  
**Daniel Ocampo**  
*Expert Solar Energy*

**Audience**  
Salespeople & Leaders

**Category**  
Sales Leadership

**Roofing Focus**  
Residential

**Language**  
English

**Duration**  
2 - 3 hours

Tailored for sales pros and business owners. Enhance closing skills and sales success, especially in service industries like roofing, financial advising, and insurance. Master powerful closures, adapt strategies, and prioritize customer-centric relationships.

#### Learning Objectives:

- Dynamic Closure Mastery: Execute powerful closing techniques confidently.
- Industry-Tailored Strategies: Adapt to excel in roofing, finance, and insurance.
- Customer-Centric Approach: Build trust and nurture lasting client relationships.





## Marketing....

With us, you will discover the power of marketing.  
Attract and retain customers, generating revenue.  
Creating awareness, interest, and satisfaction.  
A key strategy for business success and growth.





# Class Options

# Marketing

## Advanced Business: Your MapQuest Directions to More Leads and Appointments

**Speaker**  
**Kyle Hoffman**  
*Roofing & More Inc and  
Kyle Hoffman LLC*

**Category**  
Marketing

**Language**  
English

**Audience**  
Owners, Leaders,  
Managers, Lead Setters,  
Office/Admin Staff

**Roofing Focus**  
Residential &  
Commercial

**Duration**  
1 Hour

Unlock the secrets to effective lead generation with insights from industry experts. Dive into assessing lead performance, defining inquiries, leads, and qualified leads. Explore successful lead sources, optimize marketing meetings, and strike the right balance between branding and direct response. Master the art of marketing budgeting, sales close ratios, and strategic product/service promotion. Transform your business with a fresh perspective on modern marketing and lead generation.

### Learning Objectives:

- Assess and enhance lead performance metrics.
- Define and differentiate inquiries, leads, and qualified leads.
- Optimize marketing strategies for effective product and service promotion.

## Advanced Business: Your MapQuest Directions to More Leads & More Appointments

**Speaker**  
**Kyle Hoffman**  
*Roofing & More Inc and  
Kyle Hoffman LLC*

**Category**  
Marketing

**Language**  
English

**Audience**  
Owners, Leaders,  
Managers, Lead Setters,  
Office/Admin Staff

**Roofing Focus**  
Residential &  
Commercial

**Duration**  
1 hour

Explore lead maximization strategies with Kyle, a seasoned roofing business owner in Northern Virginia. Learn how to leverage a 12 Step Lead Setting Process, the 0 to 30-second strategy, and establish an effective agenda for monthly marketing meetings. Dive into daily lead reports, monitoring techniques, and real-time adjustments. Gain insights into creating a comprehensive marketing budget, plan, and strategy. Elevate your business through office admin training and more.

### Learning Objectives:

- Implement the 12 Step Lead Setting Process for enhanced lead conversion.
- Develop a dynamic agenda for productive monthly marketing meetings.
- Establish effective monitoring and adjustment techniques for daily lead management.



# Insurance Restoration....

We teach you to be able to respond and help your customer when weather strikes and the roof is part of the insurance claim process. Learn how to take your retail skills to storm restoration, damage identification, navigating a claim, and more.



# Class Options

# Insurance

# Restoration



## A Day with Wade and the Storm

**Speaker**  
**Wade Baughn**  
*Roofers 2 Roofers*

**Audience**  
All Roofing Co. Personnel

**Category**  
Insurance  
Restoration

**Roofing Focus**  
Residential

**Language**  
English

**Duration**  
3 hours

This course will provide you with the fundamentals of "storm finding" to becoming a restoration industry expert. Elevate your knowledge, explore lead generation, and master flawless installation techniques. Designed for both professionals and distribution partners, this immersive experience will equip you for the restoration business.

### Learning Objectives:

- **Expert Storm Finding:** Master the skills to identify and assess storms effectively.
- **Lead Generation Mastery:** Learn how to generate high-quality leads and grow your business.
- **Flawless Installation:** Acquire the knowledge and techniques for impeccable installations, ensuring top-tier service and customer satisfaction.

## Bring on the Wind

**Speaker**  
**Wade Baughn**  
*Roofers 2 Roofers*

**Audience**  
All Roofing Co. Personnel

**Category**  
Insurance  
Restoration

**Roofing Focus**  
Commercial & Residential

**Language**  
English

**Duration**  
3 hours

Unlock the secrets of wind's impact on roofs, and deepen your expertise in technical bulletins and IRC codes. This course, open to both professionals and distribution partners, provides the essential knowledge and tools to conquer the challenges posed by the wind.

### Learning Objectives:

- **Wind Impact Insight:** Gain in-depth understanding of wind's effects on roofs.
- **Technical Bulletin Proficiency:** Master the intricacies of relevant technical bulletins.
- **IRC Code Competence:** Acquire the knowledge and expertise to navigate IRC codes effectively for superior performance in the field.

## Codes to Success

**Speaker**  
**Wade Baughn**  
*Roofers 2 Roofers*

**Audience**  
All Roofing Co. Personnel

**Category**  
Insurance  
Restoration

**Roofing Focus**  
Commercial & Residential

**Language**  
English

**Duration**  
3 - 4 hours

Master IRC and IBC codes for practical application in construction. Ideal for professionals and distribution partners, this course ensures compliance, elevates project quality, and fosters client relationships. Enroll now for code-savvy expertise!

### Learning Objectives:

- **Master Codes:** Understand IRC and IBC for confident, compliant projects.
- **Apply Practically:** Integrate codes for safer, quality builds.
- **Empower Partners:** Equip for client support and business growth.



### Understanding and Preparing for a Large Loss Claim

**Speaker**  
**Wade Baughn**  
*Roofer 2 Roofer*

**Audience**  
All Roofing Co. Personnel

**Category**  
Insurance  
Restoration

**Roofing Focus**  
Commercial & Residential

**Language**  
English

**Duration**  
1 hour

Gain expertise in managing large loss claims. Equip professionals with essential knowledge and skills for success. This course is designed to empower professionals with the knowledge and skills required to effectively manage large loss claims.

#### Learning Objectives:

- In-depth Knowledge
- Strategic Project Management
- Proficient Tool Use.

### Building a Commercial (Low-Slope) Loss Insurance Division

**Speaker**  
**Wade Baughn**  
*Roofer 2 Roofer*

**Audience**  
All Roofing Co. Personnel

**Category**  
Insurance  
Restoration

**Roofing Focus**  
Commercial

**Language**  
English

**Duration**  
1 hour

Position your company as a leading force in the Commercial Loss sector by gaining comprehensive insights into low-slope systems, failure modes, and local building codes. This course empowers professionals to build a successful Commercial Loss Insurance Division.

#### Learning Objectives:

- Low-Slope System Expertise
- Comprehensive Failure Mode Understanding
- Local Building Code Proficiency

### Using GAF Tech Bulletins

**Speaker**  
**Wade Baughn**  
*Roofer 2 Roofer*

**Audience**  
Any Personnel Who Is In Sales  
And/Or Meets with Adjustors,  
Customers, Engineers, and  
Productions Depts.

**Category**  
Insurance  
Restoration

**Roofing Focus**  
Residential

**Language**  
English

**Duration**  
1 hour

Discover the significance of GAF technical bulletins and their practical application in the field. This course equips professionals with the knowledge and skills to leverage GAF's technical resources effectively.

#### Learning Objectives:

- Technical Bulletin Proficiency: Master interpreting GAF bulletins for informed decisions.
- Real-World Application: Apply bulletin insights for better project outcomes.
- Enhanced Decision-Making: Utilize GAF guidance for strategic, successful projects.





## Why Repair When You Can Replace

**Speaker**

**Wade Baughn**  
*Roofer 2 Roofer*

**Audience**

All Roofing Co. Personnel

**Category**

Insurance  
Restoration

**Roofing Focus**

Residential

**Language**

English

**Duration**

1 hour

Discover how to transform roofing repairs into complete roof replacement opportunities while gaining a deep understanding of relevant codes for superior decision-making. This course empowers professionals to enhance roofing practices and maximize project success.

**Learning Objectives:**

- Transform Repairs to Replacements
- Master Roofing Codes
- Optimize Project Success







## Financing....

In these courses, you will obtain resources to boost your business. Various options include self-financing, external funding, stock issuance, and bonds. Essential for growth, investment, and facing financial challenges.

Choose the most suitable one for your company.



# Class Options Financing

## Advanced Business: Your MapQuest Directions to More Money & More Freedom

**Speaker**  
**Kyle Hoffman**  
*Roofing & More Inc and  
Kyle Hoffman LLC*

**Category**  
Financing

**Language**  
English

**Audience**  
Owners, Leaders,  
Managers, Finance

**Roofing Focus**  
Residential &  
Commercial

**Duration**  
1 Hour

Unlock the path to financial prosperity and freedom with Kyle, an accomplished roofing business owner. Transform your business and life through strategic insights. Learn to optimize operations, boost profits, and achieve lasting success.

### Learning Objectives:

- Implement advanced business strategies for the roofing industry.
- Maximize operational efficiency to increase profits.
- Discover the keys to achieving financial freedom.

## How to Sell Financing

**Speaker**  
**Jen Silver**  
*DES Enterprise*

**Category**  
Financing

**Language**  
English

**Audience**  
Owners, Sales Leaders,  
Sales persons

**Roofing Focus**  
Residential

**Duration**  
1 hour

Master the art of selling financing options by deeply understanding customer needs. Explore effective communication techniques, tailor financing solutions, and build trust for successful sales. Elevate your skills to offer the best financing options, enhancing customer satisfaction and boosting sales.

### Learning Objectives:

- Develop a deep understanding of customer needs.
- Utilize effective communication strategies for selling financing.
- Tailor financing solutions to individual customer requirements.

## Financing the Storm

**Speaker**  
**Wade Baughn**  
*Roofers 2 Roofers*

**Category**  
Financing

**Language**  
English

**Audience**  
All Roofing Co. Personnel

**Roofing Focus**  
Residential

**Duration**  
1 hour

Elevate your business model by mastering the art of storm financing. In this comprehensive course, you'll delve into the intricacies of financing, applying this powerful tool to boost your business and upsell effectively. Whether you're a professional or a distribution partner, this course will empower you with the financial skills and knowledge needed to excel in the storm restoration industry.

### Learning Objectives:

- Master storm-related financing.
- Apply financing effectively for business enhancement.
- Excel in upselling for revenue growth and superior service.



## Business Operations....

In Business Operations, you will learn to identify and seize growth opportunities through specialized courses, acquiring tools and strategies to improve and expand your companies, driving business growth and success.





# Class Options

## Business Operations

### Create and Develop a Business with a Worthy Purpose

**Speaker**  
**Itzel Romo**  
*Kingroof Renovations*

**Audience**  
Business owners /  
Leaders

**Category**  
Business  
Operations

**Roofing Focus**  
Residential &  
Commercial

**Language**  
English

**Duration**  
1 hour

Discover the art of purpose-driven entrepreneurship in this comprehensive course. Uncover the essence of your business by defining a clear mission, shaping a compelling vision, and cultivating enduring values. Dive into fostering a distinctive corporate culture within the roofing industry. Elevate your brand with a purposeful identity.

#### Learning Objectives:

- Craft a clear and impactful business mission.
- Develop a compelling vision for long-term success.
- Cultivate enduring values and a distinctive corporate culture for sustained growth.

### Advanced Business: Your MapQuest Directions to Building the Right Team

**Speaker**  
**Kyle Hoffman**  
*Roofing & More Inc and  
Kyle Hoffman LLC*

**Audience**  
Owners, Leaders, Office  
Managers, anyone who  
hires or writes SOPs

**Category**  
Business  
Operations

**Roofing Focus**  
Residential &  
Commercial

**Language**  
English

**Duration**  
1 hour

Join roofing business owner Kyle as he unveils strategic processes for finding, attracting, interviewing, hiring, training, and supporting the right team, including subs and partners. Transform your business and life through proven steps to optimize your team.

#### Learning Objectives:

- Master the process of identifying and attracting top talent.
- Conduct effective interviews to build a high-performing team.
- Develop strategies for training and supporting team members, subs, and partners.

### Advanced Business: Your MapQuest Directions to Powerful Team Meetings

**Speaker**  
**Kyle Hoffman**  
*Roofing & More Inc and  
Kyle Hoffman LLC*

**Audience**  
Owners, Leaders,  
Managers, anyone who  
leads or plans meetings

**Category**  
Business  
Operations

**Roofing Focus**  
Residential &  
Commercial

**Language**  
English

**Duration**  
1 hour

"Join Kyle, a seasoned roofing business owner, as he unveils strategies for planning and leading powerful team meetings. Learn how to motivate and drive positive results for both owners and employees. Elevate your business and transform your life through effective meeting leadership.

#### Learning Objectives:

- 1. Master the art of planning impactful team meetings.
- 2. Develop skills in leading motivating and results-oriented sessions.
- 3. Enhance collaboration and productivity for sustained business success.

### The Future of the Roofing Workforce

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English / Spanish

**Audience**  
Business owners /  
Leaders

**Roofing Focus**  
Commercial / Residential

**Duration**  
-

"Adapt to a changing job landscape. This workshop explores essential strategies for recruiting, motivating, overseeing, and retaining top talent in the roofing industry.

Learning Objectives:

- Talent Retention: Master effective strategies to reduce costly employee turnover.
- Job Satisfaction: Identify and address sources of dissatisfaction and create a comprehensive improvement plan.
- High-Performance Culture: Establish a compelling brand, promote ongoing learning, and offer clear career pathways while adjusting management styles to individual needs. Succeed in the dynamic roofing sector with advanced workforce management skills.

### Mastering the Hiring Process

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English / Spanish

**Audience**  
Business owners /  
Leaders

**Roofing Focus**  
Commercial / Residential

**Duration**  
1 - 2 hours

Address workforce recruitment and retention challenges with strategies for efficient talent attraction, hiring, and retention, emphasizing alignment with your company culture. The workshop offers dynamic instruction, group discussions, hands-on activities, and a Best Practices Guide.

Learning Objectives:

- Employer Branding: Create a compelling brand to attract candidates while conveying company culture.
- Targeted Recruitment: Use precise methods and technology to streamline hiring.
- Effective Hiring and Onboarding: Master pre-screen interviews, interview techniques, job previews, and onboarding for seamless team integration. Elevate your workforce optimization skills to meet talent challenges.

### The Future of the Roofing Workforce

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English / Spanish

**Audience**  
Business Owners, Leaders,  
Front Line Managers, Office  
Manager, HR professionals,

**Roofing Focus**  
Commercial / Residential

**Duration**  
1 - 2 hours

Adapt to a changing job landscape. This workshop explores essential strategies for recruiting, motivating, overseeing, and retaining top talent in the roofing industry.

Learning Objectives:

- Talent Retention: Master effective strategies to reduce costly employee turnover.
- Job Satisfaction: Identify and address sources of dissatisfaction and create a comprehensive improvement plan.
- High-Performance Culture: Establish a compelling brand, promote ongoing learning, and offer clear career pathways while adjusting management styles to individual needs. Succeed in the dynamic roofing sector with advanced workforce management skills.

## Building a Winning Culture

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English / Spanish

**Audience**  
Business Owners, Leaders,  
Front Line Managers, Office  
Manager, HR professionals,

**Roofing Focus**  
Commercial / Residential

**Duration**  
2 - 4 hours

Do you want to scale your company, double your revenue, increase retention, recruit top talent, get time back for yourself, and turn customers into raving fans? The fastest and most effective way to accomplish these goals is by building a strong company culture.

In this empowering workshop, you will:

- Identify your company's competitive edge.
- Identify your core values.
- Gain tools to build a winning culture.
- And ultimately transform your company into one that is manageable and scalable.

## Managing Millennials: 4 Guidelines for Success

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English

**Audience**  
Leadership (Owner, sales  
managers, COO, CEO,  
HR, Recruiting)

**Roofing Focus**  
Commercial / Residential

**Duration**  
1 - 2 hours

The roar of the Millennials is only getting louder, and innovative organizations know that they must be ready to respond. This interactive workshop will explore practical ways to attract, incentivize, manage, and retain top Millennial employees.

Learning objectives:

- Mitigate turnover costs and adapt to change.
- Address dissatisfaction and strategize for improvement.
- Establish resonant internal branding.

## Interviewing Masterclass

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English

**Audience**  
Leadership (Owner, sales  
managers, COO, CEO, HR,  
Recruiting)

**Roofing Focus**  
Commercial / Residential

**Duration**  
1 - 2 hours

As a business owner, you've probably conducted countless interviews while hiring job applicants. But were your interviews as effective as they could have been? The truth is, there is always room to improve interview skills. In this interactive workshop, you will learn how to make your interviews more effective and legally defensible, weeding out the wrong candidates and focusing on the perfect fit.

Learning objectives:

- Improve interviewing skills.
- Evaluate future performance.
- Enhance question effectiveness.



### Uncovering Unconscious Bias: The Key to an Inclusive Workforce

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English

**Audience**  
Business Owners, Leaders,  
Project Managers, Installers,  
Employees at all Levels

**Roofing Focus**  
Commercial / Residential

**Duration**  
1 hour

Our brains process 11 million bits/sec but only 40-50 consciously. Unconscious bias leads to snap judgments based on stereotypes. This training raises awareness and promotes workplace inclusivity.

Learning objectives:

- Define unconscious bias and its pitfalls.
- Recognize workplace bias impacts.
- Equip with thinking adjustment tools and fair decision-making strategies.

### DISC Communication

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English

**Audience**  
Business Owners, Leaders,  
Project Managers, Installers,  
Employees at all Levels

**Roofing Focus**  
Commercial / Residential

**Duration**  
2 - 4 hours

Explore DiSC, a popular assessment tool for workplace enhancement. Uncover your communication style and learn to minimize conflict, strengthen relationships, and boost leadership abilities.

Learning Objectives:

- Harness your unique communication style for effective interactions.
- Apply conflict reduction strategies and nurture better working relationships.
- Cultivate leadership skills tailored to your communication style, improving workplace dynamics.

### Strengthsfinders

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English

**Audience**  
Leadership (Owner, sales  
managers, COO, CEO, HR,  
Recruiting)

**Roofing Focus**  
Commercial / Residential

**Duration**  
2 - 4 hours

Unlock your hidden potential. Discover your top talents with the Gallup StrengthsFinder 2.0 test, used by over 2 million people. In this workshop, explore your unique reports and learn to harness your strengths for a more fulfilling life.

Learning objectives:

- Transform personal development approaches.
- Recognize individual and team strengths.
- Construct success-oriented action plans.

### Mindfulness 101: Thriving During Times of Change

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Audience**  
Business owners / Leaders

**Category**  
Business  
Operations

**Roofing Focus**  
Commercial / Residential

**Language**  
English

**Duration**  
1 - 2 hours

In times of uncertainty, stressors are triggered and our natural response may be to avoid, obsess, lash-out, or fall victim to self-doubt. Mindfulness is transformational tool that will guide you out of these negative patterns. In this interactive workshop, we will:

- Identify our common stress responses
- Examine mindfulness as an antidote
- Experiment with mindfulness practices
- Create an action plan to carry mindfulness into daily life

### Power, People, Profit™

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Audience**  
Business owners / Leaders

**Category**  
Business  
Operations

**Roofing Focus**  
Commercial / Residential

**Language**  
English

**Duration**  
2 - 4 hours

In this 3-part professional growth series, you'll unlock your personal power, cultivate a supportive network, and demand fair compensation.

#### Learning Objectives:

- **Empowerment:** Overcome limiting beliefs, reshape your narrative, and kickstart your journey with a clear action plan.
- **Networking:** Build and leverage a community of supporters, identifying key individuals to elevate your success.
- **Financial Control:** Take charge of your financial future, recognize your true worth, and advocate for fair compensation."

### How Women Rise - 5 Power Moves for Success

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Audience**  
Business Owners / Sales  
Consultants / Female  
leaders

**Category**  
Business  
Operations

**Roofing Focus**  
Commercial / Residential

**Language**  
English

**Duration**  
1 hour

Despite challenges, women in the roofing and construction industry can break through barriers and achieve career success. This session offers insights into five power moves used by successful women in roofing:

- Gaining Visibility
- Building a Network
- Executive Presence
- The 80% Rule
- Delegation

By mastering these strategies, women can overcome obstacles and advance their careers in this male-dominated field.



### Thriving in a Cowboy Culture™

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English

**Audience**  
Business Owners / Sales  
Consultants / Female  
leaders

**Roofing Focus**  
Commercial / Residential

**Duration**  
1 hour

Dr. Jessica Stahl draws from her farm upbringing and unique background to empower women in male-dominated industries, helping them overcome obstacles and reach new heights.

#### Learning objectives:

- Overcome limiting beliefs and discover your true self.
- Cultivate a supportive network and identify key allies.
- Take control of your financial future, recognize your worth, and secure fair compensation.

### Time Management

**Speaker**  
**Jessica Stahl**  
*Ignite Results*

**Category**  
Business  
Operations

**Language**  
English

**Audience**  
Business Owners, Leaders,  
Project Managers, Installers,  
Employees at all Levels

**Roofing Focus**  
Commercial / Residential

**Duration**  
1 - 2 hours

Unlock Time Mastery for Professionals and Business Owners. Gain the freedom to control your time and the prosperity you deserve with this course.

#### Learning Objectives:

- Prioritize tasks for time-efficient productivity.
- Eliminate major time wasters to reclaim hours.
- Optimize tasks through automation, deletion, or delegation for better work-life balance.

### Why Warranties?

**Speaker**  
**Wade Baughn**  
*Roofer 2 Roofer*

**Category**  
Business  
Operations

**Language**  
English

**Audience**  
All Roofing Co. Personnel

**Roofing Focus**  
Residential

**Duration**  
1 hour

Explore the strategic use of warranties as a potent lead generation tool. Learn the art of selling warranties while recognizing the crucial role warranties play in roofing projects. Whether you're a professional or a distribution partner, this course equips you with the knowledge and skills to harness the warranty's potential in roofing.

#### Learning Objectives:

- Lead Generation with Warranties
- Mastering Warranty Sales
- Understanding Warranty Significance"erior service.

