ABSDA TRAINING PROGRAMS

Flooring Estimating and Sales



Friday, November 27, 2026

RECC, Millbrook Room - 625 Abenaki Rd, Truro, NS

WHO SHOULD ATTEND?

This program is for retailers looking to develop and improve the skillsets required to be the best flooring estimating and sales professionals.

Participants will master the art of navigating the flooring sales process and accurate flooring estimation. Tailored for building supply professionals, this course offers a step-by-step approach to gathering critical information, calculating material quantities, factoring in waste percentages, understanding product specifications, and preparing precise estimates for various flooring types. By the end of the training, your team will have the skills to provide confident, reliable flooring estimates, helping customers make informed decisions and boosting sales.

Friday: 8:30 am - 4:00 pm

COURSE OBJECTIVES

1. Develop Accurate Estimation Skills
2. Understand Product Specifications
3. Enhance Customer Communication and Confidence

TOPICS COVERED

- **Estimating as part of the sales process**
  Customer interview – Project scopes
- **Estimating Processes**
  Calculating material quantities
  Component and product applications
  Waste understanding and applications
- **Measuring techniques and Blueprint Reading**
- **Understanding different flooring types**
  Hardwood, tile, laminate, carpet, etc
- **Factors affecting costs**
  Underlayment, adhesives, transitions, and trim
- **Preparing and presenting detailed, customer-friendly estimates**
- **Addressing common estimation challenges and troubleshooting errors**

Pricing based on total registrations

(including course materials and lunch)

Less than 15 participants
$299 + HST per person

15 participants or more
$249 + HST per person

Non-member
$449 + HST per person

Cancellation/Substitution Policy:
Substitutions within the same company are possible without penalty. Cancellations 6 days or less, prior to the seminar, will be subject to a 33.33% cancellation charge.

absda
Atlantic Building Supply Dealers Association

REGISTRATION FORM – FLOORING ESTIMATING AND SALES

Company Name: _____

Street: _____ City: _____ Province: _____ Postal Code: _____

Company Contact: _____ Telephone: _____ Email: _____

Participant Names (please print or type)

_____

_____

_____

_____

Method of Payment:

◯ Bill our Company
◯ Visa/MasterCard

Card # _____ CVV _____

Expiry _____

Return Form To: ABSDA, 70 Englehart Street,Dieppe, NB E1A 8H3
Phone: 506-858-0700 Email: goguen@absda.ca

Seminar fees are subject to HST
HST #R106736168