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Building Supply



ABSDA Serving the Industry for over 65 years

It will come as no surprise ABSDA currently has over 550 active Member Retail Building Supply and Associate Supplier Members.

ABSDA is the collective voice and liaison for the independent Building Supply and Home Improvement Industry.

Since 1955 this Association has focused on industry specific needs to our Members.

features

ABSDA Human Resources Conference

ABSDA 2022 Scholarship and **Bursary Winners**

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The ABSDA Building Supply News is the official magazine of the Atlantic Building Supply Dealers Association and is published in February, May, July, September and December. The Atlantic Building Supply News is distributed to all ABSDA Dealer and Associate Members.

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Getting back to selling, post-Covid



Yes, the building supply industry did extremely well the past two and a half years during the pandemic. Especially when we compare ourselves to other types of service industries.

We really did not need to hustle to get that business, it pretty much just came to us! People were forced to stay home and look at their house projects and decide that it was a perfect time to get it done.

Here's the big question of the day..."What has this done to our sales people"?

Our sales mentality essentially switched to being "order takers" vs "selling"

Did Covid switch our focus toward "quoting mode" instead of "helping mode"?

An Order taker is going to find out what they need to quote for—in this scenario the cheapest quote will normally win.

Selling on the other hand, involves understanding what is going to work best for the customer and then presenting that solution.

In order to understand what is best for the customer, we need to ask them questions which help us (the salesperson) and them

(the customer) figure out what is likely to be important to them.

The more questions we ask, the clearer the picture becomes. The clearer the picture becomes, the more likely it is that we will present them a complete offer that they want and feel the need to buy.

While we are still riding the tail end of the Covid pandemic we need to begin shifting our mindset and sales process for when consumer spending slows down. It will become increasingly important to get back into selling mode.

There are plenty of sales seminars or workshops available online, or in your respective communities. Perhaps you should consider some of these as refreshers for your employees.

Also, on our ABSDA website there are more than 70 free videos that your staff can view to begin to sharpen their sales skills again.

A perfect way to get back to the selling and learning process would be to participate in our next trade show in March, 2023. What a perfect way to get back into the swing of things!

Wishing you all a nice fall season.

All the best

Steve Foran Chair







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Hiring, retaining, recruiting, diversifying

ABSDA Human Resources Conference



You might be asking yourself why ABSDA is hosting a human resources conference. Or you might be saying to yourself that you can't spare the time to commit to a full day, out-of-town conference.

Well, I'm going to repeat myself by saying "It's time to get serious about HR!"

You'll recall that your Association conducted a detailed HR Survey Report of our Members earlier this year. We made that report available to Members and we also created a document to highlight the many HR challenges we face as a building material supply industry.

The results, and key findings, of the HR Survey Report indicate Members are experiencing extreme difficulty in attracting and retaining talent. While most industries are experiencing the same difficulties, ABSDA is taking a proactive approach to assist our Members through these difficult times.

That's why we've put together this one-day conference—to provide our members with the knowledge, tools and strategies to strengthen your team. We are bringing together four of Atlantic Canada's most knowledgeable human resource speakers to address our Industry's attraction, hiring, and retention issues. And we're also bringing in the folks from **Island** Home Hardware, of Grand Manan Island, to give us a testimonial about their successes in



attracting talent through immigration, no small feat for a small company located on an island.

We hope you'll join us for this first-time conference. We know how important and valuable the learnings will be, and that you'll be able to act on these learnings immediately, putting your business in a stronger position.

Give me a call to sign up a team from your organization and you'll be a step closer to solving some of your human resource issues.

Denis Melanson President





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HIRING-RETAINING-RECRUITING-DIVERSIFYING

ABSDA HUMAN RESOURCES CONFERENCE

ABSDA IS EXCITED TO HOST IT'S FIRST EVER, ONE-DAY HR CONFERENCE NOVEMBER 2ND AT THE HALIFAX CONVENTION CENTER

This one-day conference is designed to support our Members in building and retaining our workforce.

Many of our Vendors provide you with great building material tools, now let our HR professionals provide you with valuable HR tools!

SPEAKERS

EYNOTE



Pierre Battah

Pierre is an award-winning author and a leadership and HR specialist. He is a long-time nationally syndicated workplace columnist for CBC/Radio-Canada, a TEDx presenter and a former senior manager in HR. His book Humanity at Work won the gold medal in the Business and Leadership category at the Nautilus Book Awards.



Michelle Alcorn __

Founder- Michelle Alcorn is an award-winning business strategist, speaker, coach, best selling author, cook and connector. She became the proud Founder of R&R Solution in 2010 and President & CEO of Atlantic Canada Language Academy in Lunenburg Nova Scotia in 2020. She brings 25+ years of experience leading large skilled Retail and Operational teams across Canada and understands the unique demands in our Country.



Patrick Goguen ____

Patrick Goguen's professional experience spans over 20 years in Business Operations, Human Resources, Business Development, Project Management and Economic Development. He is a trusted advisor and business confidant, known for building relationships founded in respect, trust and integrity.



Hakim Mestassi

Hakim Mestassi is a skilled consultant in assisting newcomers and refugees with their economic integration in the region. Throughout his career, he managed several programs such as the Youth Employability, Microloans for Newcomers, Cross-Cultural Training for employers in the region, Volunteering and many more.



HIRING-RETAINING-RECRUITING-DIVERSIFYING

ABSDA HUMAN RESOURCES CONFERENCE

NOVEMBER 2, 2022, 8:30 AM to 4:30 PM — HALIFAX CONVENTION CENTER

LEADING WITH HUMANITY TO ATTRACT, ENGAGE, AND RETAIN EMPLOYEES



- Applying a leadership approach required to tackle today's HR challenges and creating a healthy workplace
- Express which is the leader's primary accountability—people or results
- Differentiate between management roles and leadership roles
- Discover workplace characteristics that create a positive employee experience
- Recognize and strengthen employee capacity for delegation and empowerment

BUILDING YOUR WORKFORCE TRANSITION PLAN



- Map out your workforce needs by position
- Create a labour plan that considers growth and retirement scenarios
- Use available tools to attract people to your company

HIRING FOREIGN WORKERS

Presenters IRCC - (Immigration, Refugees & Citizenship Canada)



- How to get started in hiring immigrants
- Learn about the different programs and resources available

This session will include a Testimonial from ABSDA Member Island Home Hardware. Attracting & hiring employees in Grand Manan Island is no simple feat. Owners Stephen Rector and his wife Lynn Smith will share their positive experience with hiring immigrants as they currently have between 8 and 10 immigrants working in their business.

EMPLOYEE RECRUITMENT IN 2022



- Recruitment in today's changing labour force
- Best practices
- Tools you can use in your business

RETENTION AND EMPLOYEE DIVERSITY



- Preparing your company for diversity
- Communicating with a diverse team
- Improving your company culture





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CONGRATULATIONS TO ABSDA 2022 SCHOLARSHIP RECIPIENTS



Kallum Fletcher \$2,500 Scholarship Recipient

Member Sponsor Firm: Richibucto Home Hardware

Accepted in the Bachelor of Science in Engineering at the University of New Brunswick



Brianna Aubé \$2,500 Scholarship Recipient

Member Sponsor Firm: Newcastle Home Hardware

Accepted in the Bachelor of Science at University of New Brunswick



Elisabeth Padfield \$2,500 Scholarship Recipient

Member Sponsor Firm: Barrett Truss & Building Supplies

Accepted in the Bachelor of Science at Mount Saint Vincent University



Lauren Button \$2,500 Scholarship Recipient

Member Sponsor Firm: Kent Building Supplies

Accepted in the Bachelor of Kinesiology at Memorial University of Newfoundland

CONGRATULATIONS TO ABSDA 2022 BURSARY RECIPIENTS



Nicholas Rocca \$1,500 Bursary Recipient

Member Sponsor Firm: Roblyn Home Hardware

Accepted in the Bachelor of Business Administration at University of New Brunswick



Emilee Boudreau \$1,500 Bursary Recipient

Member Sponsor Firm: Pleasant Supplies TIMBER MART

Accepted in the Bachelor of Science in Psychology at Acadia University



Maria Whitten \$1,500 Bursary Recipient

Member Sponsor Firm: Kent Building Supplies

Accepted in the Bachelor of Science at Memorial University of Newfoundland



Mazie MacDougall \$1,500 Bursary Recipient

Member Sponsor Firm: Kent Building Supplies

Accepted Dental Assisting at Holland College



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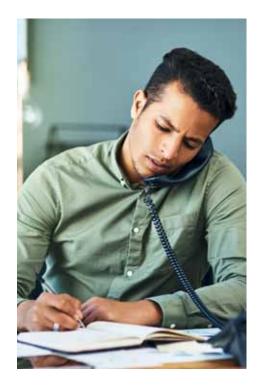
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Test your Telephone Effectiveness

Find out if your phone practices are winning or losing customers

If your customers aren't impressed by you or your co-workers on the telephone, they can switch businesses by merely hanging-up and dialing the competition. So, your telephone skills can have a significant impact on your business and your career.



To find out how you and your co-workers are perceived, take this telephone test. While you're at it, have a friend make a "mystery call" to see how your fellow employees measure up.

- How long does it take you and/or your switchboard operator to answer the phone?
 - a) 5 rings or less
 - b) 3 rings or less
 - c) under three rings

After two rings, callers are wondering what's going on. Your phone should be answered in-person by the second ring or by your voice-mail system by the fourth ring.

- 2. Do you answer your phone with any of the following?
 - a) "Hello."
 - b) "(Company name only)"
 - c) "(last name only)"
 - d) "Good afternoon, this is (your full name), how can I help you?"

All of these greetings have flaws. A, B, and C are too abrupt and don't provide enough information. D is too wordy and dissuades callers from identifying themselves because it encourages them to get to the point rather than saying their name. Plus, it forces you to check the clock to see if it's before or after noon. A better greeting is, "Thank you for calling ABC Company. This is John." If you are taking a call that's transferred to you, then always identify yourself as you wished to be addressed. Whether you choose to identify the department is optional.

- 3. Have you ever said, "Please hold" to a caller?
 - a) yes
 - b) no

Never put a caller on-hold without asking for their permission, and then waiting for their response. Putting customers on hold without their consent is a sure-fire formula to lose customers.

- 4. How long does it take a person on hold to become annoyed?
 - a) 2 minutes
 - b) 30 seconds
 - c) 1 minute
 - d) 17 seconds

Studies show that after only 17 seconds, callers on hold become annoyed. The exception is when the greeter explains why the caller is being asked to hold and provides the estimated time required. Knowing beforehand how long they can expect to wait reduces the chance of annoyance, particularly among long distance and cellular phone callers. Another option to prevent frustration is to offer the caller the option of either holding or hanging up and having their call returned within a brief, specific time period.

- 5. When you're talking on the phone while a visitor walks in, who gets priority?
 - a) the visitor
 - b) the caller

The person who made the effort to show up in-person gets priority. That means you need to interrupt the caller. The quickest way to get that caller's attention is to call



Ideal Roofing Expands Manufacturing Capacity to Moncton

"We are excited to become part of the dynamic industrial and business community of Moncton, the province of New Brunswick and the other Atlantic provinces, and we look forward to increasing our market share of steel roofing and siding materials across the region."

Claude Laplante, president

Adding to its capacity at facilities in Ottawa and Brampton, **Ideal Roofing Company Limited**, a family-owned Ottawa-based manufacturer of steel roof and siding materials is building an 80,000 sqft manufacturing facility on 13 acres in Moncton's Caledonia Industrial Park.

Better and more timely service to our clients

Operational in the near future, the new plant will allow the Company to better serve its distribution

network of building material suppliers, home renovation centres, roof and siding contractors, installers, steel sheet metal service centres and tinsmiths in the Atlantic Provinces and New England.

Ideal Roofing, serving Canada's six Eastern provinces and the Northeastern United States, was founded in 1929 by Emile Laplante and is currently owned by the third and fourth generations of the Laplante family.



Test your Telephone Effectiveness

Continued from page 18

their name. "George, I have someone who just walked in, can I ask you to hold for a moment?" Wait for their agreement. Then acknowledged the visitor, tell them you'll be a moment, and wrap-up your telephone conversation.

If you're talking to customer in person when the phone rings, then get someone else to answer the phone, or use voice mail. Abandoning customers to answer the phone is downright rude and is a guaranteed way to lose customers. As obvious as this seems, it's one of the most common blunders in customer service.

- 6. When receiving a call for a co-worker, how are you most likely to respond?
 - a) "Susan's not in right now, so I'll have to take a message."
 - b) "Susan's still at lunch. Can I take a message?"
 - c) "Susan's should be back soon. Could you call back in about 15 minutes?"

All of these statements have flaws that make the greeter sound unhelpful and unprofessional.

Consider each response.

Response a) The statement, "I'll have to take a message," makes it sound like an inconvenient chore. Instead, change two words: "I'll be happy to take a message." The bonus is that you don't work any harder but you convey the impression of someone with a terrific customer service attitude.

Response b) It's completely irrelevant that the co-worker is at lunch. The caller might be thinking, "That's a long time to be at lunch!" It's also irrelevant whether your coworker is "in a meeting" or "with a customer" or "busy". The only relevant information is they're not coming to the phone. Therefore, "Susan is not available right now" is the most appropriate response, followed by, "I'd be happy to take a message."

Response c) Asking a caller to phone back later gives the impression that you're too lazy or disorganized to take a message. This gives a potential customer a terrific excuse to call your competitor. 'Nuff said.

The training solution

If you're like most managers and business owners, you'll probably find that when you assess the phone practices within your organization, there's room for improvement. The good news is that with just a little training, it's easy to develop the skills that ensure that your customers keep coming back.



Jeff Mowatt is a customer service strategist, Hall of Fame speaker, and bestselling author. For more tips, training tools or to inquire about engaging Jeff for your team visit www.JeffMowatt.com







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Industry News

CASTLE EXPO



It was fantastic to be able to participate to **CASTLE'S EXPO** in St. John's, NFLD in early August. It's great to see things getting back to some level of normalcy. The event was well attended and extremely well organized. Congrats on a great Expo Castle Team!

RETAIL NOT AT THE TOP OF THE LIST FOR CANADIANS SEEKING WORK

A new study by CBC shows that Canadians are moving between careers at a great rate. And while retail is seeing a slight increase in workers, other sectors are attracting people in the double digits as workers leave service industries such as restaurants.

The study, based on StatCan employment records, indicates that professional, technical, and scientific services have seen a 19.5 percent jump in workers. Finance, insurance, and real estate are up collectively by almost 15 percent. The construction industry has seen a 6.5 percent increase in its workforce, while wholesale and retail trade were up slightly at four percent.

The sectors suffering the biggest drain include hospitality and food services, down 14.2 percent, and agriculture, down 10.7 percent.

Source: Hardlines Dealer News, a free monthly newsletter for owners and managers: https://hardlines.ca/publications/dealernews/

TIMBER KIDS GOLF TOURNAMENT



ABSDA was happy to be able to attend and support the Timber Kids golf tournament August 9. All the proceeds of this event go to the Timber Kids Charitable Foundation which one of their important causes is the IWK. Great to see our Members out supporting this event and enjoying some networking time. Congrats TIMBER MART team on a nice event and great cause!





Industry News

ABSDA SUMMER EVENTS- BIG HIT





Our first Washer Toss Tournament was a big hit with our participants. Even the pouring rain doesn't slow down washer toss players! We had an amazingly beautiful day at our sold-out golf tournament. A big shout out to our 24 sponsors and a special thank you to CASTLE for being our Platinum sponsor once again along with IKO/CRC. It was so nice to see our Members again!

CONGRATULATIONS TO THE HICKEY FAMILY



Congratulations to the **Hickey Family** on the Grand Opening of their 4th location in Newfoundland.

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TORBSA joins the power, the promise, the partnership of AD

As of July 1, 2022, TORBSA joins Affiliated Distributors (AD), becoming AD Canada – Building Supplies. With a strong commitment to maintaining and growing the Canadian independent spirit, we look forward to engaging with the distributor and supplier community under our new name, while leveraging our size and scale in support of our members.



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Our Board of Directors is comprised of members just like you and they ensure that the direction of Castle is always in the best interest of our members across Canada.

Visit Castle.ca to learn how your brand can Grow with Castle.