

PLAINTIFF'S EXHIBIT

BIR-1153



Bird Incorporated
East Walpole, MA 02032
(617) 668-2500

Roofing Contractor Seminar/ Workshop

4 hours that can help
build your business!



**Contractor
Development
Program**

An educational series for roofing professionals

BIRD 021793

Roofing Contractor Development Program

You are a professional roofing contractor. Bird Incorporated wants to help you grow and prosper in every way possible. For as you grow and prosper, so do we. That is why Bird offers you at no cost, an intensive half-day workshop/seminar designed to help you manage your business better, more profitably.

What?

The Seminar is a 4-hour session, the objective of which is to make you even more proficient in the following areas:

- **Selling**

We'll discuss ideas about how to prepare the most productive sales approach to your prospects . . .

How to go beyond mere "bidding" into effective "selling."

We will focus on what motivates a customer to buy . . . to better help you "sell them the difference" in your product . . . how to identify and overcome resistance . . . how to best present a contract.

- **Idea Exchange**

You'll be able to exchange thoughts and ideas with other contractors concerning application techniques, new equipment and procedures, and methods of running your business. In other words, we'll discuss what's hot and what's not.

- **Product Information**

We will also talk briefly about the Bird product line and our rededication to products of the highest quality.

- **Business Management**

Here, you'll get meaningful, thought-provoking ideas on how to manage your time more profitably, how to get more things done efficiently and effectively during an already crowded day.

You'll receive a "take-home" kit with ideas and suggestions about how to keep on gaining from your experience at the Seminar.

You'll also receive copies of all Seminar handouts, lecture notes, etc.

Who?

The Seminar staff comprises professionals in your business and Business Management generally. They know their stuff as you'll learn from your first moment at the Seminar.

Why?

As mentioned earlier, Bird understands the importance to its own business of having qualified professional contractors who really know their business.

Bird also recognizes the importance of working closely with contractors whom it regards as the most professional in the roofing business. This seminar/workshop is one important way in which we can work with those contractors and become more knowledgeable about their needs in the process.

So don't miss this great opportunity . . . take these 4 hours that can help build your business! Call your Bird Sales Representative for further details.



Richard Kaller

Richard Kaller, who will lead the sales portion of the seminar, started out in the roofing business knocking on doors for residential leads. At the age of twenty he supervised and worked with shingle installation crews. In the evening he learned to sell roofs by applying professional selling skills. His methods for Concentrated Lead Development, Specialty Sales Presentations and Planned Closing Procedures earned him the prestigious "Manager of the Year" award in 1974.

Today, he is President of R. Kaller and Sons of Ardmore, Pa., a contracting company installing roofing, siding and windows. The company's commercial division, which serves many national restaurant chains, has a five-state quality roofing reputation. Kaller is also President of J. A. Miller Roofing Company, Narberth, Pa., a firm established in 1912 specializing in slate and tile roofing. In addition, he operates H. L. Smith Inc., a residential roofing company.