

Connecting With Your Customers

FACT: your customers count on LBM Journal for real-world insights and strategies to help them grow their business. But don't take our word for it. Here is just a sample of feedback from our readers/your customers.

"LBM is the only industry magazine that I read cover to cover every month. I use the articles for subject matter in sales meetings and operations meetings, I copy articles and put them in our outside sales and management teams mailboxes for them to read. It is a great management tool for me. Thanks for doing such a good job!"

— Lee Kirgan, Sloan Lumber, Dickinson, TX

"It's my favorite ahead of Pro-Sales and I skim through it, highlight articles, and pass it on to the appropriate employees."

— Stephen Gray, Secretary-Treasurer, Gray Lumber Co., Tacoma, WA

"I am in retail sales and I like to read up on some of the trends that are happening right now. We see times getting a little tougher recently and to be able to apply some of the techniques would be beneficial to what I do. I think that the Journal has very important tools to help in gaining business and being profitable in that business."

— Jason Spencer, Account Rep, Burton Lumber, Salt Lake City, UT

"LBM Journal is very useful. Some of the stories and solutions help me to find answers for my customers and sales solutions. It also keeps me informed of new products on the market, some of which become part of our inventory."

— Dana Sheehan, Yard Foreman, Schmeling Building Supply, Rockford, IL

"I am the Training Director and many articles reinforce or suggest new ways to educate our employees."

— Carrie Z. Martin, Training Director, Ellsworth Builders Supply Inc, Ellsworth, ME

"Product info, industry trends and sales and marketing articles are very useful. I will frequently make copies of articles and distribute to inside and outside sellers at weekly sales meetings. At the very least, I will usually leave them with one or two quotes to digest."

— Bob Broeninger, CEO, Park Avenue Building & Roofing, Brooklyn, NY



"The LBM Journal has very valuable information in it and I think it is one of the best publications in our industry. I often take tips and ideas from it and utilize it in my work."

— Ann Glimm, Sales Manager, Northwest Drywall & Building Supply, Kalispell, MT

"Sometimes I use articles as discussion factors for employee meetings/training. Others stimulate self critique/improvement. Very useful."

— Bill Kipf, Sales, Banas Lumber & Hardware, Monroe, MI

