

TrainingWorkz

The Science of Training

TrainingWorkz™ Online Training/Certification



Tire/Auto Aftermarket Industry

TRAININGWORKZ BACKGROUND

TrainingWorkz, an Akron, Ohio based firm, specializes in developing ONLINE certification training programs for product training, product demonstration/installation training, sales training and for manufacturer's selling through retainers and dealer networks.

TrainingWorkz has developed online training programs in the following industry segments:

- Automotive Aftermarket
- Tire Industry
- Building Products
- Furniture
- Consumer Electronics

TrainingWorkz is organized to deliver value-based training services:

- Staffed with training communications professionals to deliver real world and measurable results
- Has developed the appropriate processes/technology to deliver projects on time
- Have an understanding of the dynamics of dealer-based sales
- Understand the effectiveness of delivering online training

TIRE / AUTO AFTERMARKET CERTIFICATION TRAINING PROGRAM EXPERIENCE

Tire Brands

- BF Goodrich
- Michelin
- Uniroyal
- Toyo Tires
- MAST Associate/Private-Label Brands
- Hankook
- Falken



Auto Aftermarket

- 31 Inc.
- Ken Tool

Retail/Organizations

- WalMart/Sam's Club
- Discount Tire
- Big O
- Les Schwab
- Pep Boys
- Tire Centers Inc.
- TAG
- ACCC

OVERVIEW

Tire Marketers and their dealers must keep pace with the rapid change in tire technology and tire new product introductions. And as is common, most tire shops carry multiple brand product lines.

In addition, most tire dealers DO NOT have training programs in place to train existing and NEW associates on product information and sales techniques.

All major tire brands have online product training for their dealer / retailers including:

- MAST
- Goodyear
- Bridgestone/Firestone
- Toyo...and more!

The primary initiative of online training should include basic product knowledge and sales skills that employees can take DIRECTLY TO THE SALES FLOOR.

An example being Hercules Tire management, who requested that TrainingWorkz, a leading developer of online training websites / programs for dealer organizations (including tire marketers), submit a proposal to assist in launching an online training program. The goal being to aid management in achieving their corporate sales objectives.

CERTIFICATION : WHY DOES IT WORK?

- It recognizes the importance of the dealer salesperson in impacting sales to consumer -- a properly trained dealer associate can "switch/sell" consumer to any brand
- It helps further leverage the manufacturer's brand
- It breeds long-term loyalty

CERTIFICATION : WHY IS IT IMPORTANT?

- It levels the playing field against the major brand advertisers

- Yearly Advertising Spend:

Bridgestone/Firestone	71 Million
MAST	52 Million
Goodyear	10 Million

- A 'trained" tire dealer associate can overcome consumer brand preference that advertising may create!



ONLINE CERTIFICATION TRAINING : GOALS

- Reach, communicate and train direct dealers, associate dealers and their employees on product knowledge, sales situations, marketing and more.
- Extend your brand and product message to the dealer sales floor
- Train dealers and their employees in the most efficient and cost-effective manner manufacturer's brand
- It breeds long-term loyalty

ONLINE CERTIFICATION TRAINING : HOW DOES IT WORK?

- Individual SELF-STUDY
- Focused training on MAJOR concepts
- ACCESS to resources
- TESTING to prove participant understanding
- REWARD for success

ONLINE CERTIFICATION TRAINING : MODULE CATEGORIES

Possible training modules are listed below. An attempt to prioritize based on objectives and budget parameters.

A. Product

1. Passenger
2. Winter
3. SUV/Light Truck
4. Truck & Bus
5. Industrial/Agriculture
6. Other

B. Sales

1. Taking Charge of the Telephone
2. Communicating Effectively
3. Successful Retail Selling
4. Customers For Life
5. Planning Successful Promotions
6. Digital Promotion Strategies

C. Store Operations

1. Warranties
2. Service/Support

D. Misc.

1. Tire Basics
2. Technology
3. Motorsports
4. Building a High Performing Tire Dealership
5. National Accounts
6. Dealer Merchandising

Developing content for the modules typically involves the following:

- A. Leverage existing content
- B. Minor repurposing of existing content
- C. Enhance content for salesmanship
- D. Revise content dependent on dealer audience, i.e. owner, manager, salesperson, etc.
- E. Create new content

ONLINE CERTIFICATION TRAINING : PHILOSOPHY

Training sales philosophies to explore include:

- A.** Teach Where to find Reference Information and Sell from Reference Materials
- B.** Teach and Sell Tire Branding
- C.** Sales approaches by:
 - Target Demographic
 - Target Tire Knowledge
 - Tire Brand Preference (if any)
 - Vehicle Identification
 - Size
- D.** Teach Basic Product Benefits for Basic Certification Levels / Advanced Product Benefits for Advanced Certification Levels

SELF-STUDY eLEARNING TECHNOLOGY ELEMENTS

There are a number of different ways to structure and format eLearning Self-Certification. All the following elements have benefits and final decision is usually based on user needs analysis and budget parameters.

- A. Utilize existing printed or HTML material content
- B. Study Guide/Overview
 - PowerPoint
 - SuperPowerPoint (enhanced graphics and audio)
 - Basic Video (Voice-over with motion video and graphics)
 - Standard Video (Above with onscreen talent)
 - Enhanced Video (Above with enhanced special effects/production values)
- C. Product Overview
 - PowerPoint
 - SuperPowerPoint (enhanced graphics and audio)
 - Video PickUp (utilize existing product video(s) if available)
 - Basic Video (Voice-over with motion video and graphics)
 - Standard Video (Above with onscreen talent)
 - Enhanced Video (Above with enhanced special effects/production values)
- D. Interactive Elements
 - Incorporate interactive elements into modules to help enhance the learning experience

Testing format(s):

Testing is a critical measurement of the program success and measurement. Our studies have shown that learning is NOT effective UNLESS testing occurs to measure the learner's program retention.

CMC develops the testing questionnaire (typically 10-20 questions per module) and assigns certification levels are based on passing all modules with the following scores:

- Minimum 80% on test score
- Elite 100% on test scores

INCENTIVE(S) PHILOSOPHY

TrainingWorkz believes that testing combined with incentives based on testing success, dramatically increases participation and program success.

One of the following incentive-based strategies should be implemented:

- A. Online Certificate
- B. Minimal premium/incentives
- C. Match industry – program that “matches” the top tier tire manufacturer programs
- D. Leader – program that leads the industry in terms of incentives. Long-term, this strategy can yield the best results in terms of program adoption and advocating learning experience

RECERTIFICATION STRATEGY

A determination must be made as to the frequency of recertification when designing the program.

- A. Every Year
- B. New content/modules only
- C. Every Two Years
- D. Other

PROGRAM BRANDING STRATEGY

Needs analysis will determine if adequate brand equity needs to be established with the training program. A creative training program branding strategy must be developed that has longevity today and in the future.

USER/MANAGEMENT ADMINISTRATION AND REPORTING

The ease-of-use of administration and user information portals is critical. A primary objective of the program should be to devise SIMPLE web-based access to features, data and reporting. Success and adoption of the program can hinge on this.

Other features need to be added/enhanced, including:

- flexibility to track results
- ability to export data
- ability to utilize database as a marketing tool to easily communicate with our target, whether it be owners, salespeople or technicians
- flexible reporting
- flexibility to make changes/revisions to online portions "on the fly"

PROGRAM LAUNCH

Determine the level of support for launching the program throughout the coming years:

- Timing/Style of launch
- Internal support through internal communications network
- Mid-level support utilizing direct marketing communications and industry public relations vehicles
- High-level support that involves all of the above plus an investment marketing dollars to support the program via advertising, events, premiums, etc.

NEXT STEP:

Contact Drew McGregor to setup an initial needs assessment meeting.
(A needs assessment checklist will be sent prior to the meeting)

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