



SALES TRAINING AGENDA

Sunday, 10-May

Prior to 6:00 Arrival and Check-In
6:00 – 8:00 ***Reception and Appetizers (Replay Sports Bar, Hard Rock)***

Training Day 1 **Monday, 11-May**

7:30 Shuttle Departure
 8:00 – 8:45 Breakfast / Course Overview (Todd H)
 8:45 – 9:15 Company Overview (John C)
 9:15 – 9:45 Plant Tour (Rob M)
9:45 – 10:00 ***Break***
 10:00 – 11:45 Crane Overview and Operation (Bryan W)
11:45 – 12:45 ***Lunch***
 12:45 – 1:45 Titan Bodies (Sales Manager)
 1:45 – 2:45 Competitor Comparison (Todd H)
2:45 – 3:00 ***Break***
 3:00 – 4:30 Who Are We Selling To? (Todd H)
 4:30 – 5:00 Quotations (Christy H)
6:30 – 8:30 ***Dinner (Toby Keith's I Love This Bar & Grill, Hard Rock)***

Training Day 2 **Tuesday, 12-May**

7:30 Shuttle Departure
 8:00 – 8:45 Breakfast / Day 1 Recap
 8:45 – 10:00 Crane Control Systems (Bryan W)
10:00 – 10:15 ***Break***
 10:15 – 11:45 Accessories (Sales Manager)
11:45 – 12:45 ***Lunch***
 12:45 – 1:45 Installation Best Practices (Mike L)
 1:45 – 2:30 Crane Inspection / Troubleshooting (Bryan W)
2:30 – 2:45 ***Break***
 2:45 – 3:45 The Perfect Demo (Sales Manager)
 3:45 – 4:15 Crane Operation (All)
 4:15 – 5:15 Quotation Exercise (Todd H)
6:30 – 8:30 ***Dinner (James McNellie's, E 1st St)***



***Engineered First.
 Engineered to Last.***



Training Day 3

Wednesday, 13-May

7:30	Shuttle Departure	
8:00 – 8:15	Breakfast / Day 2 Recap	
8:15 – 9:30	Markets and Market Penetration	(Todd H)
9:30 – 10:15	National Accounts	(Todd H)
10:15 – 10:30	Break	
10:30 – 11:45	Role Play Selling	(All)
11:45 – 12:45	Lunch	
12:45 – 2:00	Walk-Around and Written Tests	(All)
2:00 – 3:00	Course Recap / Recommendations	(Todd H)
3:00	Depart for Airport	



**Engineered First.
Engineered to Last.**