

Russound Train the Trainer - Rep Training

Introduction:

Russound products are highly technical and sophisticated devices that require a fairly high degree of product knowledge and technical understanding to effectively present and sell to our customers. This train the trainer program is designed to ensure that *all* of our Reps have a general understanding of the categories that we participate in, the products in those categories and that at least one person in each firm has a deep understanding of our product line to the point that they are capable of delivering a factory quality training.

Training Structure:

There will be two training tracks, the Orientation track and the Russound Expert track. We're asking that every rep in every firm go through the Orientation track which will give them a basic functional knowledge of our product line. We're also asking that at least one rep per firm go through the RE modules to give them the knowledge they need to give a factory quality training.

Orientation Training:

The Orientation track is a relatively high level, not overly technical look at all of the product categories that we offer, broken up into 30-45 minute modules, with a short test at the end of each that will confirm understanding of the material. This track will also serve the purpose of giving a new dealer/distributor/rep a great overview of our product offerings to get them up to speed quickly.

Russound Expert Training:

The Russound Certified track will be much more installation, technical and application focused with application specific use cases, configurations; both Russound specific and general network, as well as a much deeper dive into specific features and functionality of our best products. Reps that have successfully completed the Russound Certified Training track will become Russound Expert certified and a commemorative certificate will be sent to them. This track will also be available to any of our dealer or distributors with a Russound tee shirt being sent out as well.

Process:

We ask that each rep firm identify the person on their staff that will be the Russound Expert. That person will get some personal attention from *our* Russound Expert, Dan Charest, as well as some other perks along the way.

To track participation, we have created a test for each module, available as a download on the training page that each rep can fill out and send in as they finish each module.

To maintain "accreditation", reps are required to attend our monthly webinar sessions with their attendance being confirmed via the Go To Webinar attendance records on the site. They are also be required to complete new on line modules as they become available.

To reward our reps for completing the training and submitting the tests in a timely fashion we're offering each rep their choice of the following; a) a 50% accommodation to purchase any Russound product (our current best offer is 40%) b) a free pair of in-ceiling or Outback speakers.

To reward our rep principals for their participation, we will pay you a cash spiff of \$150 for each rep (includes yourself) that completes all the modules and passes all the tests.

Live Training:

For those of you that would like a more hands on approach we will offer live web-x Train the Trainer sessions held either by request or, on a regular schedule if there's enough interest.

This hands on approach, coupled with the requirement to complete the on-line training modules will ensure that our reps have a good understanding of our product line and can present our products with confidence to our customers.

Timing:

This program will start October 15th and run through December 31st. We understand your time is valuable but we feel that this gives everyone plenty of time to get through the material and, at the end, be a more effective sales person.