



LEADERSHIP | EDUCATION | ADVANCEMENT | PROGRAM

The TMs will attend 1 week of training in each of the four locations: Tyler Residential facility, Lynn Haven Light Commercial Facility, National Distribution Center, and the IR Campus in Davidson allowing the participants to interact with 35 subject matter experts, SBU Leadership, 4 outside vendors and tour these facilities. During this time, the TMs are provided opportunities to develop a network of colleagues that will support them long after the LEAP session is complete.



## Mission Statement

To provide territory manager training, coaching & development through understanding

- IR Business
- Our Sales Processes
- Brands
- Products
- Programs



The Capstone Project allows the TMs to work with a small group and conduct in-depth research on a specific topic. They report their conclusions and recommendations to the leadership team in Davidson during the last residency week.



Over 48 subject matter experts deliver interactive and informative training. The TMs are given the opportunity to practice the skills taught during the sessions. Progress reports are provided to manager 3 times throughout the 12 week program.

Along with attending 4 classroom sessions, the TMs will take a pre-test before the first session begins and are assigned on-line classes based on their performance ensuring all participants start with the same baseline knowledge of our products, brands and tools. The TMs also attend 12-15 virtual sessions interacting with 21 subject matter experts within our company and one outside vendor.



# Agenda

## Tyler Residency Week

Capstone Project Discussion and Assignments  
Dealer Development:: Balance Sheet & Profit and Loss  
DiSC™ Behavior Profiles  
IRSMX Disciplines and Cadence  
Limited Warranty  
Participant Product Presentations  
Making Effective Presentations  
Product Presentations by Product Mangers (Separated by brand)  
Reception  
Sandler Sales Training  
Team Building Event  
Tour: Factory and Lab  
Warranty Performance Management (DSO only)



## Lynn Haven Residency Week

B2B: Business to Business Selling  
Capstone Discussion  
Light Commercial Product  
Plant Tour  
Pricing Training  
Product Activity  
SFA Follow Up (DSO only)  
Sandler Sales Training  
Team Building Event



## Davidson Residency Week

Capstone Practice  
Capstone Presentations  
Graduation  
IR Overview  
Leadership Presence Training  
SFA Follow Up (DSO only)  
Sandler Sales Training  
Take Back Your Life



## National Distribution Center Residency Week

2 Step Distribution Model  
ASDealerNet / ComfortSite™  
Capstone Discussion  
Consumer Financing  
Customer Experience: Call Flow, Technical Escalation Path  
Dealer Kit  
Intentional Sales Call  
Introduction to Sales Force Automation (DSO only)  
Market Segmentation  
New Dealer Onboarding  
Owning the Sales Process: Napkin Exercise  
Right New Dealer Acquisition Process  
Sales Force Automation (DSO Only)  
Sandler Sales Training  
Team Building Event  
Territory Analysis Review



## Virtual Sessions

Brand and Marketing (Separated by brand)  
Commercial Leasing  
Dealer Development: Pricing for Replacement  
Dealer Development: Profit and Loss  
Dealer Development: Running a Service Department  
Learning Management System and Learning Resources  
Lowes and JCP Retail Program (Trane only)  
Nexia and Ameristar Brand & Positioning  
Nexia Diagnostics and Role of the FSR  
Pricing for Replacement  
Time Management  
Territory Analysis



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Click on the link below to be on the waitlist or the Spring 2019 session:  
[www.etches.com/ir184710](http://www.etches.com/ir184710)

**Cost: \$4,000.00**  
**LEAP Refund Policy:**  
6 weeks prior to start date: Full refund  
4 weeks prior to start date: 50% refund  
No show or less than 4 weeks prior: No refund

**2019 Sessions**  
**Spring**  
Tyler: Jan 27 – Feb 1  
Lyn Haven: Feb 25 – Mar 1  
NDC: Mar 25 – 29  
Davidson: April 15 – 18  
**Fall**  
Tyler: Aug 18 - 23  
Lynn Haven: Sept 23 - 27  
NDC: Oct 21 - 25  
Davidson: Nov 18 - 21