

Experience the most comprehensive professional training available.



LERN and MnCCECT are teaming up to offer LERN's Contract Training Institute (CTI)

Date: Jan. 14-16, 2014,
9 a.m. - 3:30 p.m.

*Optional exam to earn your
Certified Contract Trainer (CCT)
designation: Jan. 17, 9 a.m. - noon*

Location: The Professional Training
Center, 3130 Coon Rapids Blvd.
Coon Rapids, MN 55433

Cost: \$795 (includes lunch)

Register Now!

Phone: 800-678-5376

*Taught by the leading expert in
the field of contract training.*

Julia King Tamang is LERN's Senior
Consultant for Contract Training. She has
more than 15 years of experience in both
selling and presenting contract training.

King Tamang managed the contract training division that served many of Oregon's biggest businesses — Intel, US West, Port of Portland, ADP, Hewlett Packard and more. Her responsibilities included sales, contract management, hiring, curriculum development and quality control.



*Julia King Tamang is the
leading expert on contract training
for lifelong learning and continuing
education programs.*



“Information That Works!”

CONTRACT TRAINING INSTITUTE



The Contract Training Institute (CTI) is the most complete, comprehensive and advanced training in the field of contract education.

In this “nuts and bolts” Institute you will learn the practical and proven skills in contract training from a successful professional with contract training experience.

After attending the Contract Training Institute, you will be able to boost contracts, increase your operating margin and net, and price contracts correctly. You will have the strategies and techniques for increasing your effectiveness and success rate.

Who Should Attend

The Institute has been developed specifically for contract trainers in educational institutions, such as colleges and universities, community colleges and vocational-technical institutions. If you sell contract training programs to business and industry, or oversee such programs, you should attend this Institute.

Why You Should Attend

Contract training is a top growth area. Most lifelong learning programs sell contracts, but many are finding that their efforts conflict with other responsibilities, and that the expectations of clients are high. You need to find out how to develop clients, utilize a salesperson, build a product base, and other key issues that only LERN's CTI provides.

Outcomes

After attending the CTI, you will have the information to be able to:

- Develop a needs assessment tool for businesses
- Price contract training
- Promote and market contract training
- Enhance your own personal selling skills
- Budget the area of contract training for your institution

Unique

You will receive information not available anywhere else. Only LERN can tell you how to keep pace with all the other organizations selling contracts. You will find out:

- How much to pay a salesperson
- The amount of money that should be spent on product development
- Techniques for teaming salespeople and programmers to do team selling

- A Return on Investment formula that works
- What your sales kit should look like
- How to do contract training online
- Nine Benchmarks for Success

Readings

Each CTI participant will receive a copy of LERN's Contract Training Manual as well as other supplemental readings. The manual has an encyclopedic wealth of information that will serve as an Institute guide and a future reference source.

Contract Training Institute Agenda

Overview of Contract Training

- Why contract training is growing
- Contract training division models
- Characteristics of successful CT divisions
- The five CT tools for success

Finances & Budgeting

- LERN's Financial Format and the ideal percentages for a contract training division
- Developing your CT division's budget
- How much money to spend on staffing and how many staff members your division needs
- The five contract training key ratios
- LERN's cost analysis report for individual contracts

Team Selling

- How to get everyone involved
- Who sells and who develops new products
- The ideal structure for your CT division
- Job descriptions for your director, product development staff, sales staff and operations staff
- The stages of staffing growth a contract training program goes through

Client Analysis

- Why having a clear image is critical for your program, as well as the process for developing your program's image
- Your Unique Selling Proposition (USP) and a proven technique for discovering it
- Segmenting your customers so you can more efficiently allocate your resources
- The most current tools for analyzing a client's value

Real-World Selling

- How to sell
- The right companies and the right person
- Marketing tools that sell, for use in client meetings
- How to get that important first meeting and how to prepare for it
- Seven proven strategies to get and keep clients

Salespeople

- Characteristics a lifelong learning salesperson should have
- How to pay salespeople, and how to evaluate their performance

Return on Investment (ROI)

- What return on investment is
- A formula you can use to comfort clients and give you statistical support

Developing a Sales Kit

- The 3-30-3 Rule and the AIDA Principle
- What should be in your sales kit
- How to leave a positive impression with your prospective client

Pricing Contract Training

- Market pricing is the only way
- Six-step process for pricing
- How to determine how much time and money should be spent on product development
- How to factor product development into prices

Training Needs Assessment

- Three types of needs assessment
- Using needs assessment to develop new products, new directions and new customers
- Carefully planned three-phased approach for analyzing the needs of a client

Quality Assurance Audit

- Follow-up after the training
- A quality assurance audit that highlights your successes and generates add-on business

Clear Writing

- Designing and writing effective documents
- How to plan a document's layout and how to use the standards for quality communication
- A foolproof proposal writer's checklist

Teaming with the Right Instructors

- Your relationship with your instructors
- What your instructors need to know about you
- Establish and communicate quality expectations for handout materials
- Policy for handling follow-on leads

E-Learning

- How online learning fits into contract training
- How online learning can replace and/or complement in-person classroom contract training
- The costs related to online learning
- Successful delivery methods

Optional: CCT Exam

You can take the exam on Friday morning following the Institute or you can take the exam at a later date at your office with a local proctor.

...provided an excellent opportunity to enhance all the skills needed to be involved in contract training.

Darrell Dungan, Waco, TX

REGISTRATION — Contract Training Institutes (CTI)



FIRST PERSON

Member/Customer ID #

SC # (from address label)

Name

Department

Institution

Address

City, State/Province

ZIP/Postal Code

Country

E-mail

Phone

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Payment Method

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☐ Bill my institution.

PO # _____

☐ Charge to my credit card.

☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover



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All fees are in US dollars.