

Global Aftermarket Train-the-Champion Campus

October 9th - 13th 2017 Peoria, IL USA

Registration

To: Dealer Product Support Managers
Dealer Product & Industry Specialists
Caterpillar District Managers & PSORs

10 August 2017

Cc: Caterpillar Parts Sales Managers, ASRs & ASCs

Train-the-Champion

As previously announced, Caterpillar is organizing the Train-the-Champion from **October 9th to 13th in Peoria**. Dealer Champions (Product Specialists, Sales Managers, and Marketing Managers) will be provided with the latest information to support the 2018 roll-out of the Caterpillar aftermarket strategy, New Product Introduction (NPI) and deployment of new customer solutions.

Audience

This critical event prepares **Dealer Product Specialists** from all regions (Americas, APD, EAME, and Eurasia) for the 2018 business cycle. In fact the event is strongly recommended for all **Dealer Champions** in charge of rolling out the Caterpillar aftermarket strategy. The expectation for all participants is to go back and train their dealer sales force. Participants will be equipped with resources to deliver customized inhouse training when and where it is needed.

Program Overview

The five-day hands-on Train-the-Champion program is designed to support business growth and requires a strong knowledge and experience in aftermarket sales & product support. Please [click here to access the program overview](#), and refer to the attached abbreviated courses descriptions. With the exception of participant's flight, accommodation and dinners, the program cost will be covered by Caterpillar.

Campus Schedule

The campus will kick off with a welcome cocktail on Sunday, October 8th at 18:00 CDT. The training week will begin with an opening ceremony at 7:30 Monday October 9th at the Caterpillar Edwards Demonstration & Learning Center (EDLC), 5801 N. Smith Road, Edwards, and IL USA 61528. A Caterpillar sponsored group dinner will take place on Wednesday evening. Courses will end on Thursday October 12th at 17:00. An optional factory tour is scheduled for Friday morning from 7:30 to 12:30.

Accommodation & Transportation

Participants will be staying at the [Embassy Suites Peoria](#), located 20 minutes away from the Peoria International Airport. Caterpillar has negotiated a special rate of 140\$ (excluding taxes) on behalf of participants. Rooms should be booked and paid directly to the hotel by Thursday, **September 14th**. [Please click here to book](#). Note that late registrations may incur an increase in rate. Participants can take a taxi from the airport to the hotel as they are readily available at the airport. Please carry local currency as some taxi cabs only accept cash. Daily shuttle from the hotel to the EDLC will be provided.

Visa requests

For visa, [please click here to download the invitation letter](#), complete the information highlighted in red and send the completed form by email to [Leony Sowah](#). Note that in some countries, visa application can take up to 4 weeks so please send the duly completed form in time.

Registration

Registration will be required for all Dealers and Caterpillar participants. Enrollment deadline is **Friday, September 15th**. Seats will be allocated on a first come first serve basis. [Please click here to enroll](#). You will be directed to the Dealer Performance Center (DPC), failure to register for courses on DPC will render enrollment void. For questions please, contact [Leony Sowah](#) at (office) +41 22 849 47 01 or (mobile) +41 79 263 84 00.

Secure your seat in this year's edition of the Train-the-Champion and share this communication with the aftermarket sales force in your Dealership

We look forward to seeing you in Peoria meanwhile click here to [view the video from last year](#).



Pierre-Laurent Verdon
Construction Industries
Parts Marketing Manager



Bryan Argo
Resource Industries (Mining)
Parts Marketing Manager

Overview of Training Program

Training will be provided by CAT Product Experts. Each major class will discuss the 2018 marketing plans, new product introductions, campaigns and MarCom packages. The major classes will cover the below topics:

Undercarriage & Ground Engaging Tools Solutions

CAT & competitive parts metallurgical analysis, Component wear & failure analysis, Track & bucket inspections, Track adjustment procedure, Right & wrong operations demo, GET/Undercarriage selection and maintenance, GET management process workshop, Sourcing and Reading Equipment Management Solutions panels, CTS report in-depth analysis, Competitive testing methodology, Undercarriage cost per hour calculations

Preventive Maintenance Solutions

Focus is on improving the participants product knowledge and awareness of marketplace conditions to help them effectively train others and sell all the various maintenance parts... filters, oil, coolant, grease, and batteries. Show the importance of customers utilizing quality PM Products to help control contamination, improve equipment performance, and lower O&O costs.

Hydraulics Solutions

Cat's current strategy and related NPI (New Product Introduction) for Hose & Couplings, Cylinder & Rods, Pumps & Motors, and Valves. Interact with Subject Matter Experts from the various Cat Hydraulics Product Groups. Hear Best Practices on how to grow sales from their dealer peers.

Mining Wear Parts Solutions

The EMP U/C and Wire Rope workshop helps dealers understand and be prepared to support ERS, HMS, and DGL wear parts. This experience involves class room and site activities. Topics on Mining wear parts will be covered in the general undercarriage & ground engaging tools curriculum. The effectiveness of the program cannot be replicated via virtual training alone.

Repair Options Seminar

During the two day Repair Options seminar, dealers will have the opportunity to learn about how to prepare the Repair Options offering and selling process as well as how to sell Repair Options and ensure successful sales execution. This seminar will be delivered via a mix of presentations made by Caterpillar Repair Options experts as well as dealers who will share their own best practices on those subjects. Integrated interactive discussions and Role plays will enable seminar participants to learn valuable information they will be able to apply straight away at their dealership.

Cat Connect Technology

Topics include what is Cat Connect; Brand architecture overview; Technologies and Services overview; How to have discussions with customers Enhancement Products Overview of enhancement products portfolio; Product demos"

Opportunity & Lead Generation Analyzer (OLGA)

Content will enable participants to develop an action plan integrating OLGA data into sales and planning processes. Participants will learn how to increase parts & service sales through repair opportunities generated by the OLGA application.

Worktools

Topics include overview of market & industry trends, understanding of the products & applications for each key industry and opportunity identification.