



## 2018 “Empower to Win” Global Aftermarket Dealer Sales Training Campus 12<sup>th</sup> – 15<sup>th</sup> November 2018, Malaga (Spain)

### Registration

- To:** Dealer Product Support Managers  
Dealer Parts Sales Managers  
Dealer Parts Marketing Managers  
Dealer Aftermarket Professionals  
in Africa, Asia-Pacific, Eurasia, Europe, and Middle East August 10<sup>th</sup>, 2018
- Cc:** Caterpillar Region Managers and District Managers  
Caterpillar Global Aftermarket Solutions Regional Managers  
Caterpillar Global Aftermarket Solutions Marketing Managers  
Caterpillar Global Aftermarket Solutions Representatives (ASRs)  
Caterpillar Global Aftermarket Solutions Consultants (ASCs)  
in Africa, Asia-Pacific, Eurasia, Europe, and Middle East

Caterpillar Global Aftermarket Solutions in partnership with Global Dealer Learning is pleased to announce the 2018 "Empower to Win" Dealer Sales Training Campus in Malaga, Spain. This four-day training campus for **Dealer Aftermarket Professionals** from Construction Industries (CI), Resource Industries (RI) and Energy & Transportation (E&T) will be held at the Malaga Demonstration & Learning Center on 12<sup>th</sup>-15<sup>th</sup> November 2018. Seats will be allocated on a first come first serve basis.

**Target audience.** Primary audience of the training campus are **Dealer Aftermarket Professionals** (refer to roles & responsibilities description below) for Construction Industries (**CI**), Resource Industries (**RI**) and Energy & Transportation (**E&T**) with an advanced level of Cat product & application knowledge. The campus is also open to Parts Sales Managers, Parts Marketing Managers and Consultants who provide education and coaching to customer-facing members of Dealerships.

**Program Overview.** Training courses at the campus will cover **strategic initiatives** to further deploy repair and rebuild solutions, introduce new parts offerings, extend the focus on customer support agreements, and accelerate connectivity initiatives. Marketing campaigns for 2019 will also be presented at the campus.

**Course Registration.** Attached is the list of the courses offered during the campus, abbreviated courses descriptions, corresponding prerequisites and the course layout. **IMPORTANT:** completion of prerequisites is required prior to course enrolment in the Dealer Performance Center (DPC). **Please click here to register in DPC.** Registration will be closed on October 13<sup>th</sup>, 2018.

**Logistics & Hotel Reservation.** Caterpillar has negotiated a rate of 129€ per night (excluding taxes & fees) at the AC Malaga Palacio hotel. The rate is per person and includes daily buffet breakfast and wifi. Please click here **Book your group rate for Cat GASD Event** for hotel reservation.

Taxis are readily available at the Malaga airport for transfer to the AC Malaga Palacio hotel. The cost is approximately 25€ to the hotel and it is recommended to have cash for payment. A daily shuttle from the hotel to the Malaga Demonstration & Learning Center will be provided to all participants.

Caterpillar can issue **visa invitation letters** to overseas participants. Please **fill in this form** and send to María Isabel Martínez Escobar at [Martinez\\_Escobar\\_Maria\\_Isabel@cat.com](mailto:Martinez_Escobar_Maria_Isabel@cat.com). Please allow 2-3 weeks and if your embassy requires a hotel certificate, let us know.

Please share the present communication with the aftermarket sales force of your Dealership and complete registration before October 13<sup>th</sup>, 2018. For questions, remarks or registration queries, please contact:

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We are excited and look forward to meeting your sales force at the "Empower to Win" training campus in Malaga.

Thank You and Kind Regards,



Sam Martin  
Construction Industries  
Parts Marketing Manager



Bryan Argo  
Resource Industries (Mining)  
Parts Marketing Manager



David Surroca  
Energy & Transportation  
Parts Marketing Manager

## **DEALER AFTERMARKET PROFESSIONAL – ROLES & RESPONSIBILITIES**

A Dealer Aftermarket Professional (DAP) is a dealer employee with at least 3 years of experience in the represented parts product or area of expertise. This individual should spend at least 50% of their work hours focusing on their area of expertise providing education and guidance on ways to grow the business along with specialized support to customers and customer facing members of the dealership. This individual should be seen as the go-to person at the dealer for subject matter expertise. This individual must have completed all foundational and advanced training and be actively working in this area of expertise prior to attending expert level meetings. Dealer Aftermarket Professionals are required to share understanding of their marketplace including product, process, and people requirements for them to grow their business. Expert level meetings are intended to be collaboration sessions between the Dealer and Caterpillar with each party contributing equally to the long-term success and vision of the product.

## **COURSES**

**Accelerated Connectivity – Get Connected (1 day)** - In this class you will get a complete understanding of the new Caterpillar strategy for connecting assets and how that will help you grow product support sales. As well as, provide you with sales techniques for selling connectivity to your customers, and the knowledge needed to be proficient when describing these offerings. Prerequisites: none

**Coaching Skills (1 day)** – This module identifies and teaches the underpinning knowledge that enables the Dealer Aftermarket Professional to effectively coach PSSR's at Caterpillar Dealerships by sharing their subject matter expertise. Prerequisites: none.

**Caterpillar Wear Management System (CWMS) (1 day)** - This course is designed to prepare you to fully utilize CTS Pro and Bucket Pro. In addition, you will gain knowledge on the tools required to complete an Undercarriage Wear and Bucket Wear Management assessment. This class will focus heavily on using inspection data for customer consultation, inventory planning, maintenance planning and down time management. Prerequisites: Parts Pro Undercarriage Part A 20154, Part Pro Undercarriage Part B 20158.

**Customer Support Agreements (0.5 days)** - This training will help you develop a good understanding of the shift from products to services that drive requirements for Customer Support Agreements (CSAs), understand how CSAs benefit your customers, Dealership and Caterpillar, better market CSAs to targeted customers and address common customer concerns about CSAs. It will also help you understand the critical role you play in the delivery of the CSA. Prerequisites: none.

**Electric Power Solutions (1 day)** - Dealer Aftermarket Professionals will gain knowledge and equip themselves to deliver effective training back to their Electric Power organizations. As well as sharing best practices, participants will have the opportunity to practice and refine their skills and knowledge for Electric Power amongst a group of experienced consultants and industry professionals. Prerequisites: none.

**Ground Engaging Tools (GET) Solutions Traditional (1 day)** - This course is designed to prepare you to describe machine targets and GET design principles, assess the opportunity to plan a conversion, and execute a conversion process and site assessment. In addition, identify sales support tools, such as, developing a monitoring and management plan, gaining and maintaining conversions, and developing a bucket rebuild strategy. The 8-hour course will include GET for Dozers, WHL, HEX & MG. Prerequisites: Parts Pro GET for Dozer & Wheel Loaders 45501, Parts Pro GET for Excavators & Motor Graders & others 45500, GET Repair Options 45604, GET Repair Options scenario course 45607.

**Ground Engaging Tools (GET) Solutions EMP (0.5 days)** - This course is designed to provide you with sufficient knowledge to be able to proactively assist customers with their GET wear parts and repair needs in surface extraction applications. This course will cover draglines, ERS, HMS. Prerequisites: none.

**Hose Solutions (1 day)** - This course will provide you with the skills, knowledge and understanding on how to offer Hose Solutions to your customers. Designed to be a highly interactive discussion-based curriculum, with best practice examples, for the experienced Hydraulic Dealer Market Professionals. Prerequisites: Parts Pro Hydraulics A 20087, Parts Pro Hydraulics B 20159, attendance at Hydraulic Solutions Advanced Level Campus (Selling Hydraulic Solutions ILT Course # 26730)

**Industrial Solutions** (1 day) – Dealer Aftermarket Professionals will gain knowledge and equip themselves to deliver effective training back to their E&T organizations. As well as sharing best practice, delegates will have the opportunity to practice and refine their skills and knowledge for E&T Industrial amongst a group of experienced consultants and industry professionals. Prerequisites: none.

**Marine Solutions** (1 day) - Dealer Aftermarket Professionals will gain knowledge and equip themselves to deliver effective training back to their E&T organizations. As well as sharing best practice, delegates will have the opportunity to practice and refine their skills and knowledge for E&T Marine amongst a group of experienced consultants and industry professionals. The course will cover the Marine landscape in detail, looking at how we define opportunity and how to target it. We will cover customer solutions such as Repair Options, Reman Solutions as well as other tools to help you understand the depth of solutions available for Marine Customers. Prerequisites: Marine Bundled Repair Solution 40799.

**Oil & Gas Solutions** (1 day) - This course is designed to prepare you to gain knowledge of general oil and gas market outlook, the different oil and gas segments, customer behavior patterns; including their primary value drivers, and the O&O cost for the various segment. Prerequisites: Understanding the Petroleum Industry 26514.

**Powertrain Solutions** (1 day) - This course is designed to prepare you to describe the repair option framework and how it applies to engines and drive train, as well as the product strategy for engines and drive train. The course will also provide an insightful analysis of repair option sales training focused on recognizing customer expectations and best practices for discussing engine and drive train repair options. Prerequisites: Parts Pro Cat Engine Maintenance, Parts Pro Repair Options 44138, Parts Pro Drive Train 20152.

**Preventive Maintenance Solutions** (1 day) - This course is designed to prepare you to effectively support and sell Maintenance Products, including filters, fluids, and batteries. Focus will be on explaining the differences between Cat and competitive products and helping your dealership articulate the value associated with Cat maintenance products. Course will help address the common objections customers have to using Cat Maintenance Products. The course will have a focus on best practices and participants will be expected to contribute to the conversation with an example from their dealership. Prerequisites: Parts Pro Cat Filters 42104, Parts Pro Cat Fluids 44644

**Sales Funnel Management** (1 day) – This course is designed to instruct Dealer Aftermarket Professionals and Managers on how to evaluate and better manage overall CRM Sales Funnel characteristics (opportunity identification, qualification, solutions development, proposal & negotiation, sales closing), and to improve current sales activity and results within a Dealer territory. Prerequisites: none.

**Turning Analytics into Advice: OLGA Overview** (0.5 days) - This course will teach you about the OLGA application & how to use OLGA's opportunity data in marketing & sales. Through numerous best practices and practical examples you will learn how to target and identify potential opportunities by equipment, repair type, and customer using OLGA leads. Prerequisites: none.

**Undercarriage (UC) Solutions Traditional** (1 day) -This course is designed for a highly interactive discussion-based curriculum for Dealer Aftermarket Professionals. Challenging problems will include recognizing and analyzing undercarriage wear trends and proper undercarriage selection. Along with a good perception of competition and selling skills. The 8-hour course will cover all traditional Cat machines D3-D11 and 301.5-390 as well as the MTL and CTL Rubber Tracks. Prerequisites: Parts Pro Undercarriage Part A 20154, Part Pro Undercarriage Part B 20158.

**Undercarriage (UC) Solutions EMP** (0.5 days) - This course is designed to provide you with sufficient knowledge to be able to proactively assist customers with their undercarriage wear parts and repair needs in surface extraction applications. The 4-hour course will cover all EMP products - shovels, HMS, EMS, Drills. Prerequisites: none.

**Yellowmark™** (0.5 days) – This course will provide you with the understanding and insight on how best to position the Yellowmark™ brand and parts to your customers. It covers how Yellowmark™ parts play an important role in our tiered offering and how to market Yellowmark™ alongside Cat Genuine Parts and Cat Reman versus competitive parts. Prerequisites: none.

# EMPOWER TO WIN



KNOWLEDGE AND BEHAVIOR



COMMUNITY AND NETWORK



SALES PERFORMANCE AND PERSONAL DEVELOPMENT

Global Aftermarket 2018 Dealer Sales Training

# BUILT FOR IT.™

## Expert Level Campus in Malaga, November 12th-15th 2018

	Monday				Tuesday				Wednesday					Thursday			
	Repair Options	Wear Management	Maintenance Solutions	Energy & Transportation	Repair Options	Wear Management	Maintenance Solutions	Energy & Transportation	Repair Options	Wear Management	Maintenance Solutions	Energy & Transportation	Business Acumen	Wear Management	Energy & Transportation	Business Acumen	Business Acumen
8:00 - 9:00	Yellowmark	Caterpillar Wear Management System (CWMS)	Customer Support Agreements	Marine Solutions	Hose Solutions	UC (Traditional) Solutions	Accelerated Connectivity	Electric Power Solutions	Powertrain Solutions	UC (EMP) Solutions	Preventive Maintenance Solutions	Industrial Solutions	Sales Funnel Management	GET (Traditional) Solutions	Oil & Gas Solutions	Turning Analytics into Advice	Coaching
9:00 - 10:00																	
10:30 - 11:00																	
11:00 - 12:00																	
1:00 - 2:00																	
2:00 - 3:00																	
3:30 - 4:00																	
4:00 - 5:00																	