



2018 "Empower to Win" Global Aftermarket Dealer Sales Training Campus

3rd – 6th December 2018, Peoria (IL)

Registration

To: Dealer Product Support Managers
Dealer Parts Sales Managers
Dealer Parts Marketing Managers
Dealer Aftermarket Professionals
in the Americas, Asia-Pacific & Eurasia

August 31st, 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 the Americas, Asia-Pacific & Eurasia

Caterpillar Global Aftermarket Solutions in partnership with Global Dealer Learning is pleased to announce the 2018 "Empower to Win" Dealer Sales Training Campus in Peoria (IL). This four-day training campus for **Dealer Aftermarket Professionals** from Construction Industries (CI) and Resource Industries (RI) will be held at the Caterpillar Edwards Demonstration & Learning Center, on 3rd – 6th December 2018. Seats will be allocated on a priority basis for **Dealer Aftermarket Professionals** and **Dealer Managers**.

Target audience. Primary audience of the training campus are **Dealer Aftermarket Professionals** (refer to roles & responsibilities description below) for Construction Industries (CI) and Resource Industries (RI) 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, and accelerate connectivity initiatives. Marketing campaigns for 2019 shall also be presented at the campus. Optional factory tours are scheduled for Friday morning.

Course Registration. Attached is the list of the courses offered during the campus, abbreviated courses descriptions, corresponding prerequisites, course layout and factory tour information. **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 November 6th, 2018.

Logistics & Hotel Reservation. Caterpillar has negotiated a rate of \$159 USD per night (excluding taxes & fees) at the Holiday Inn & Suites at Grand Prairie Peoria. The rate is per person and includes breakfast. Please click here **Book your group rate for Cat GASD Event** for hotel reservation.

Taxis are readily available at the Peoria airport for transfer to the Holiday Inn at Grand Prairie. The cost is approximately \$45 USD to the hotel and it is recommended to have cash for payment. A daily shuttle from the hotel to the Edwards 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 Wing Chow at Chow_Wing_Yan @cat.com. Please allow 2-3 weeks for processing the invitation letter.

Please share the present communication with the aftermarket sales force of your Dealership and complete registration before November 6th, 2018. For questions, remarks or registration queries, please contact:

Roxanna Rodríguez Bergés
Rodriguez_Berges_Roxanna@cat.com
+34 952 41 87 46

Wing Yan Chow
Chow_Wing_Yan@cat.com
+65 6828 7258

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

Thank You and Kind Regards,



Sam Martin
Construction Industries
Parts Marketing Manager



Bryan Argo
Resource Industries (Mining)
Parts Marketing Manager

Attachments:

- Dealer Aftermarket Professional (DAP) - Roles & Responsibilities
- Course Descriptions
- Optional Facility Tour Program
- Campus Agenda

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.

COURSE DESCRIPTIONS

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.

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 Cat Hydraulics 42127 and Selling Hydraulic Solutions ILT Course 26730

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: Sales Funnel Management 20057

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: Yellowmark 52055

OPTIONAL FACILITY TOUR PROGRAM (ON FRIDAY, DECEMBER 7TH) *

Facility Tour Option 1: Track Type Tractor Facility (Bldg. SS): Assembly of Caterpillar's mid-size to largest track-type tractor, including the new D7E electric-drive tractor & **Fabrications (Bldg. LL):** Tractor and undercarriage components are fabricated, heat treated, machined and painted in Building LL.

Facility Tour Option 2: Mapleton Foundry: The Mapleton Plant is a modern, electric melting, grey iron foundry that produces high-quality castings. The primary castings produced are cylinder blocks, cylinder heads, and cylinder liners.

Facility Tour Option 3: Morton Distribution Center: Morton is the home of Caterpillar's Parts Distribution headquarters, the largest of 21 Cat Parts Distribution Centers globally. Utilizing a high-rise crane system, hands free voice pick technology and goods to person stations, Morton delivers the right parts to the right place at the right time.

*** all tours run concurrently – hotel pick up times will be confirmed one week prior to the event.**



Expert Level Campus in Peoria (IL), December 3rd – 6th December 2018

Curriculum	Monday			Tuesday			Wednesday				Thursday		Friday		
	Repair Options	Wear Management	Business Acumen	Repair Options	Wear Management	Maintenance Solutions	Repair Options	Wear Management	Maintenance Solutions	Business Acumen	Wear Management	Business Acumen	Optional Facility Tours		
8:00 - 9:00	Yellowmark	Caterpillar Wear Management System (CWMS)	Turning Analytics into Advice	Hose Solutions	UC (Traditional) Solutions	Accelerated Connectivity	Powertrain Solutions	UC (EMP) Solutions	Preventive Maintenance Solutions	Sales Funnel Management	GET (Traditional) Solutions	Coaching	Track Type Tractor Assembly & Machining (SS & LL)	Mapleton Foundry	Morton Distribution Center
9:00 - 10:00															
10:30 - 11:00															
11:00 - 12:00															
1:00 - 2:00								GET (EMP) Solutions							
2:00 - 3:00															
3:30 - 4:00															
4:00 - 5:00															