

BREATHE NEW LIFE INTO YOUR BUSINESS

with Shaw Learning Academy Training Opportunities

[Shaw Learning Academy Retail Courses]

The Shaw Learning Academy offers an impressive array of instructor led courses, online learning, and training resource materials to help you succeed in your retail business. You can view courses in business management, sales training, leadership development, technology and product knowledge.

You will find course information sheets, class registration forms, and the SLA calendar of scheduled class offerings for 2009. In addition, you can order training resources such as the Performance and Profitability training modules, videos, books and other useful training materials.

[Customized Training]

Shaw Learning Academy provides customized on-site training based on your specific needs. We will partner with your store to offer performance consulting, then design solutions and develop or customize appropriate training programs. We maintain a constant focus on results and relationships, while working with you to identify what success will look like and what it will take to achieve it.

[Performance and Profitability Modules]

To enhance your ability to build and maintain a strong retail presence, Shaw Learning Academy has responded to your requests for DVD modules built specifically for flooring dealers. This exciting retail program provides the training to benefit you and your employees in a mode that is conducive to the busy retail environment.

The system is designed to help owners and managers offer training to employees in-house, through self-study, one-on-one, or instructor led sessions.

- **PPK 1 Retail Success Steps:** Sales Techniques that Produce Results
- **PPK 2 Hiring Top Sales Performers:** Recruiting, Interviewing and Hiring the Best
- **PPK 3 Commercial Success Steps:** Understanding Prospecting, Customer Needs and Product Capabilities
- **PPK 4 Financial Statements:** Managing Your Company's Financial Health
- **PPK 5 Installation That Works:** Techniques for Professional Installations
- **PPK 6 Differentiating Yourself in the Marketplace:** Tips and Techniques for Advertising and Marketing

NEW FOR 2009

- **PPK 7 Color and Design Trends:** Helping Customers with Product Selection
- **PPK 8 Consumer Financing:** Creating Customer Loyalty, Market Penetration and Improved Cash Management
- **PPK 9 Flooring and the Environment:** Talking to Customers about Sustainable Products and the Shaw Green Edge (available 1st quarter 2009)
- **PPK 10 Measuring and Estimating:** Preparation for Professional Installations (available 2nd quarter 2009)
- **PPK 11 Gender Selling:** Understanding Gender Dynamics in the Selling Process (available 3rd quarter 2009)

You can build your own **Performance and Profitability collection** with interesting and informative training modules. PPK's are available for purchase individually or in cost saving bundles. Choose any (or all) of the titles that are of interest to you.

Purchase Information

- The cost can be charged to your Shaw account.
- Quantity pricing is available.



CONTACT INFORMATION

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