



# Product Training at Special-Lite

## Strategies for successfully growing your business

Even though the Special-Lite website contains valuable product information, one of the best ways to maximize your knowledge is to participate in one of our factory-based or on-site training sessions.

Special-Lite tailors its training sessions to your needs. The following pages give you an overview of what each class offers. Class sizes are kept small so you can see first-hand the engineering that goes into every Special-Lite product, meet the people who put more life in every door we make, and learn how Special-Lite can help you grow your business.

For more information or to make reservations, call Craig Hartsell at 1-800-821-6531 or by email at [craig\\_hartsell@special-lite.com](mailto:craig_hartsell@special-lite.com).

### Customers and Sales Reps

*2 days; at the Special-Lite Training Center, Decatur, MI*

#### SESSION AGENDA

- Special-Lite Factory Tour
- Product Preview
- How to make ordering more efficient
- How to track jobs
- The advantages of Special-Lite Customer Service
- How to correctly install Special-Lite entrances

#### HOW IT WILL HELP YOUR BUSINESS

- Meet Special-Lite employees and your regional Special-Lite team; learn how we put more *life* in every entrance we make, ship and service
- See what differentiates each product and how to select the right one for specific applications
- Improve customer satisfaction with more accurate order placement and competitive pricing
- Meet the people who can answer your questions and concerns
- Learn the advantages of using factory-trained installers

### End Users Groups

*1 day; at the Special-Lite Training Center, Decatur, MI*

#### SESSION AGENDA

- Special-Lite Factory Tour
- Manufacturing/Product/Warranty Overview
- Best installation practices for Special-Lite products

#### HOW IT WILL HELP YOUR BUSINESS

- Learn about Special-Lite's innovative manufacturing processes and services
- Review product features and benefits so you get the exact entrance you need
- See how factory-trained installers ensure correctly operating entrances

**YOUR COSTS:** Transportation to and from Kalamazoo, MI (all meals, lodging and transportation between your hotel and Special-Lite are included).

# Product Training On-Site (your location)

## Customers and Sales Reps

*1 day; at your location*

### SESSION AGENDA

- Product Preview
- Advantages of working with your inside, regional Special-Lite team
- How to correctly install Special-Lite entrances

### HOW IT WILL HELP YOUR BUSINESS

- Learn about Special-Lite's innovative manufacturing processes and services
- See what differentiates each product and how to select the right one for specific applications
- Learn how to avoid price wars, streamline orders and increase customer satisfaction

## End Users Groups

*3-4 hours; at your location*

### SESSION AGENDA

- Manufacturing/Product/Warranty Overview
- Best installation practices for Special-Lite products

### HOW IT WILL HELP YOUR BUSINESS

- Learn about Special-Lite's innovative manufacturing processes and services
- Review product features and benefits so you get the exact entrance/product solution you need
- See how factory-trained installers ensure correctly operating entrances

**YOUR COSTS:** None.

# Installation Training at Special-Lite

## Installers and End Users

1 day; at the Special-Lite Training Center, Decatur, MI

### SESSION AGENDA

- Arrive preceding evening
- Special-Lite Factory Tour
- See best-practice installation techniques and get hands-on experience using them
- Learn troubleshooting tips; correct solutions to entrance problems
- Earn certificate that recognizes that you have been factory trained to install Special-Lite products

### HOW IT WILL HELP YOUR BUSINESS

- Ensure complete satisfaction with properly operating entrances
- Meet Special-Lite employees; learn how we put more *life* in every entrance we make, ship and service
- Troubleshoot installation problems quickly
- Increase customer confidence in your installation services

**YOUR COSTS:** Transportation to and from Kalamazoo, MI (Lunch, lodging and transportation between your hotel and Special-Lite are included).