

Carlson College Course Descriptions 2007

More detailed descriptions of all courses being offered at Carlson College in 2007.

Principled Negotiations for Buyers

Founded in the concepts of the book *Getting to Yes* this 4-day course will offer Team Members the skills, knowledge and concepts to more successfully negotiate contracts with suppliers.

You will gain the ability to understand negotiation tactics used by sellers and to direct and manage the negotiation process.

You will learn the following:

- How to plan your buying strategy
- How to know the strategies being used by your seller
- How to more successfully negotiate deals in our favor
- When to walk away
- How to select and cultivate stronger partnerships with suppliers

Pre-requisites for this course:

- Team Development Course

Pre-work for this course will be:

- Read *The SPIN Selling Fieldbook* by Neal Rackham
- Read *Getting to Yes* by Roger Fisher and William Ury
- Bring opportunities and challenges you currently face with suppliers

You will leave this course with action plans for successful negotiations that allow you to drive results.

Principled Negotiations for Sellers

Founded in the concepts of the book *Getting to Yes* this 4-day course will offer Team Members that specialize in direct sales the skills, knowledge and concepts to more successfully negotiate contracts with buyers.

You will gain the ability to understand and apply negotiation tactics that will make you more successful in the negotiation process.

You will learn the following:

- How to distinguish Positional Bargaining from Principled Negotiation
- How to plan your strategy
- How to know the strategies being used by your buyer
- How to more successfully negotiate deals in our favor
- When to walk away
- How to select and cultivate stronger partnerships with buyers

Pre-requisites for this course:

- Team Development Course
- POINT Break Sales/SPIN Selling Course

Pre-work for this course will be:

- Read *Getting to Yes* by Roger Fisher and William Ury
- Bring opportunities and challenges you currently face with accounts

You will leave this course with action plans for successful negotiations that allow you to drive margins, revenue and results.

Carlson College - Train The Trainer

Being a part of the Training Team at Carlson College is a great opportunity to enhance your personal and professional development while providing new and seasoned Team Members the advantage of your expertise.

This course will allow you to be certified in a number of possible areas so that you may work with the College Training Team both in Wichita and in the field. This 5-day course will give you the inside track to successful training and development and allow you to work with trainers and students in 2007 and beyond.

You will learn the following:

- How to complete research and identify quality initiatives for Team Members
- How to develop successful training material
- How to establish a quality training atmosphere
- How to live the College Values and work with Team Members
- How to facilitate small and large group interactions and education
- How to select and cultivate stronger partnerships

Requirements and Pre-requisites for this course:

- Team Development Course
- Must be a salaried Team Member, due to possible travel requirements
- Must be willing to commit approximately 12-15 days annually to Training and Development, in addition to this course.

Pre-work for this course will be:

- None at this time

You will be assigned to an initiative or initiatives upon completion of this course.

All current Training Team Members that have not attended a Train the Trainer Course previously will be required to attend.

Managing by Carlson Values

This course has 3 components of management that are essential to the successful daily operations of our locations and departments. Designed for managers to attend all or a portion of the course if you have completed the A-MAZE-ing Strengths course or the Gung Ho! course you would be required to attend the other segment in 2007.

You will be trained in any or all of the following areas:

1. Human Resource with Certification
2. Gung Ho! Management
3. Strengths Management

Human Resource Certification

If you have not previously been certified as a manager through our original Gung Ho! course in 2005 you will need to attend this 2-day portion of Managing by Carlson Values.

You will learn the following:

- How to successfully manage all legal aspects of Human Resources at your location or department.
- How to successfully manage your greatest assets, your people, through the components of *PRISM*
- The required communication with the Human Resource Services Group at CE
- How Human Resources supports both you and your Team Members

Requirements and Pre-requisites for this course:

- Team Development Course
- Manager or bench manager with a Career Path toward management role

Pre-work for this course will be:

- None at this time

Please note: If you are attending HR Certification you will also attend the Gung Ho! portion of this course.

Gung Ho!

If you have not previously attended a Gung Ho! program offered in 2005 you will need to attend this 1.5 day portion of Managing by Carlson Values.

You will learn the following:

- How to successfully manage Gung Ho! initiatives at your location or department.
- How to apply Gung Ho! and our Values of Teamwork, Respect and Integrity on a daily basis to your team and your decision making process
- The value of a Gung Ho! work place and Team
- How the Gung Ho! philosophies and application supports both you and your Team Members

Requirements and Pre-requisites for this course:

- Team Development Course
- Manager or bench manager with a Career Path toward management role

Pre-work for this course will be:

- Read the book *Gung Ho!* by Ken Blanchard

Please note: If you are attending the Gung Ho! portion of this course you will also attend HR Certification.

A-Maze-ing Strengths Managers Course

As a manager for Carlson Holdings, Inc. if you have not previously attended the A-Maze-ing Strengths Managers Course in 2006 you will be required to attend this 1.5-day portion of Managing by Carlson Values

You will learn the following:

- How to successfully manage Team Members through their own innate Talents & Strengths.
- The 5-components of *PRISM* and how they bring success and value to both you and your Team Members
- Talent & Strength understanding and enhancement
- Performance Review system and application of your Team's Talents and Strengths

Requirements and Pre-requisites for this course:

- Team Development Course
- Manager or bench manager with a Career Path toward management role
- Completion of all E-learning through the Gallup University Portal
- Your own personal coaching sessions, minimum of 2 completed

Pre-work for this course will be:

- Read the book *Follow This Path* by Curt Coffman and Gabriel Gonzales-Molina
- E-learning journals
- All Team Member's and Manager's Top 5 report (minimum)

You will leave this course with action plans that you will implement for successful changes at your location or department.

Team Development Course

This foundation course is designed for all new hires and any Team Member that has not yet had the opportunity to attend a Team Development Course. This course offers you the opportunity to understand the founding philosophies of our company and gain inside information into the daily operations and expectations that make us successful. You will gain the ability to understand and apply our Values, operational strategies and our systems to your daily role at Carlson Holdings, Inc.

You will learn the following:

- Our Values and how they impact you
- Our History and future goals
- Our operating procedures and expectations
- The ability to be certified in Risk and Finance
- How to select and cultivate stronger partnerships both internally and externally

Pre-requisites for this course:

- This course is a pre-requisite for all other education opportunities at Carlson College

Pre-work for this course will be:

- Training Modules as assigned to you
- Bring opportunities and challenges you currently face within your role

You will leave this course with action plans that you will implement for successful changes at your location or department.

Supplier Team Development Course

This foundation course is designed for Suppliers that wish to enhance their working relationship with Carlson Holdings, Inc. This 3-day course provides suppliers the opportunity to understand the founding philosophies of our company and gain inside information into the daily operations and expectations that make us successful in our partnerships. Suppliers will gain the ability to understand and apply our Values, operational strategies and apply our systems to their daily/weekly interactions with Team Members at Carlson Holdings, Inc.

You will learn the following:

- Our Values and how they impact you
- Our History and future goals
- Our operating procedures and expectations
- The ability to be certified as a Trainer for our Team Members
- How to select and cultivate stronger partnerships both internally and externally

Pre-requisites for this course:

- This course is a pre-requisite for all other education opportunities at Carlson College

Pre-work for this course will be:

- Bring opportunities and challenges you currently face within your role

You will leave this course with action plans that you will implement for successful training and development of Markets for your products and services.

POINT Break Sales (Industrial/Re-seller and On-Site)

This 3 or 4 day course is for Team Members in direct sales or career pathing to a role as Account Manager as well as Regional Vice Presidents of Sales, Regional Vice Presidents of Operations, Operations Managers, Regional Sales Support Specialist and with manager approval Customer Service Reps.

Founded in the Concepts of *SPIN Selling* by Neal Rackham this interactive course gives you hands on practice in all the phases of the *SPIN* selling process. You will learn the concepts and then have the opportunity to apply them in role play and to your planning strategies with real accounts.

You will learn the following:

- *SPIN* and the sales call
- How to plan your strategy
- How to more successfully investigate your buyers needs
- When to walk away
- How to select and cultivate stronger partnerships with buyers

Pre-requisites for this course:

- Team Development

Pre-work for this course will be:

- Read *SPIN Selling Field Book* by Neal Rackham
- Bring opportunities and challenges you currently face with accounts

You will leave this course with action plans for sales calls that will help you increase your capacity and get more done in less time, gaining you more revenue and margin opportunity with every call.