

*Experience the most comprehensive professional training available.*



## Special North Carolina Contract Training Institute (CTI) in Raleigh!

*Taught by the leading experts in the field of contract training.*

**Julia King Tamang** is LERN's Senior Consultant for Contract Training. She has more than 15 years of experience in both selling and presenting contract training.

King Tamang managed the contract training division that served many of Oregon's biggest businesses — Intel, US West, Port of Portland, ADP, Hewlett Packard and more. Her responsibilities included sales, contract management, hiring, curriculum development and quality control.



**Layne J. Harpine** a Senior Consultant with LERN. He has 15 years experience in higher education serving in positions as an instructor, Director, Dean, Senior Vice President and Chief Educational Officer of Continuing Education. He also has experience at a Top 10 Forbes Fortune 500 company as a business consultant and corporate trainer.

**Date:** Dec. 8-10, 2014,  
9 a.m. - 3:30 p.m.

*Optional exam to earn your Certified Contract Trainer (CCT) designation: Dec. 11, 9 a.m. - noon*

**Location:** Wake Technical Community College  
Public Safety Education Campus  
Room 1828  
321 Chapanoke Road  
Raleigh, NC

**Cost:** \$495 (lunch is not included)

**Register Now!**

**Phone:** (800) 678-5376



*“Information That Works!”*



**T**he Contract Training Institute (CTI) is the most complete, comprehensive and advanced training in the field of contract education.

In this “nuts and bolts” Institute you will learn the practical and proven skills in contract training from a successful professional with contract training experience.

After attending the Contract Training Institute, you will be able to boost contracts, increase your operating margin and net, and price contracts correctly. You will have the strategies and techniques to increase your and success rate.

## Who Should Attend

The Institute has been developed specifically for contract trainers in educational institutions, such as colleges and universities, community colleges and vocational-technical institutions. If you sell contract training programs to business and industry, or oversee such programs, you should attend this Institute.

## Why You Should Attend

Contract training is a top growth area. Most lifelong learning programs sell contracts, but many are finding that their efforts conflict with other responsibilities, and that the expectations of clients are high. You need to find out how to develop clients, utilize a salesperson, build a product base, and other key issues only LERN’s CTI provides.

## Outcomes

After attending the CTI, you will have the information to be able to:

- Develop a needs assessment tool for businesses
- Price contract training
- Promote and market contract training
- Enhance your own personal selling skills
- Budget the area of contract training for your institution

## Unique

You will receive information not available anywhere else. Only LERN can tell you how to keep pace with all the other organizations selling contracts. You will find out:

- How much to pay a salesperson
- The amount of money that should be spent on product development
- Techniques for teaming salespeople and programmers to do team selling

# Contract Training Institute

- A Return on Investment formula that works
- What your sales kit should look like
- How to do contract training online
- Nine Benchmarks for Success

## Readings

Each CTI participant will receive a copy of LERN's Contract Training Manual as well as other supplemental readings. The manual has an encyclopedic wealth of information that will serve as an Institute guide and a future reference source.

## Contract Training Institute Agenda

### Overview of Contract Training

- Why contract training is growing
- Contract training division models
- Characteristics of successful CT divisions
- The five CT tools for success

### Finances & Budgeting

- LERN's Financial Format and the ideal percentages for a contract training division
- Developing your CT division's budget
- How much money to spend on staffing and how many staff members your division needs
- The five key contract training ratios
- LERN's cost analysis report for individual contracts

### Team Selling

- How to get everyone involved
- Who sells and who develops new products
- The ideal structure for your CT division
- Job descriptions for your director, product development staff, sales staff and operations staff
- The stages of staffing growth a contract training program goes through

### Client Analysis

- Why having a clear image is critical for your program, as well as the process for developing your program's image
- Your Unique Selling Proposition (USP) and a proven technique for discovering it
- Segmenting your customers so you can more efficiently allocate your resources
- The newest tools for analyzing a client's value

### Real-World Selling

- How to sell
- The right companies and the right person
- Marketing tools that sell, for use in client meetings
- How to get that important first meeting and how to prepare for it
- Seven proven strategies to get and keep clients

### Salespeople

- Characteristics a lifelong learning salesperson should have
- How to pay salespeople, and how to evaluate their performance

### Return on Investment (ROI)

- What return on investment is
- A formula you can use to comfort clients and give you statistical support

### Developing a Sales Kit

- The 3-30-3 Rule and the AIDA Principle
- What should be in your sales kit
- How to leave a positive impression with your prospective client

### Pricing Contract Training

- Market pricing is the only way
- Six-step process for pricing
- How to determine how much time and money should be spent on product development
- How to factor product development into prices

### Training Needs Assessment

- Three types of needs assessment
- Using needs assessment to develop new products, new directions and new customers
- Carefully planned three-phased approach for analyzing the needs of a client

### Quality Assurance Audit

- Follow-up after the training
- A quality assurance audit that highlights your successes and generates add-on business

### Clear Writing

- Designing and writing effective documents
- How to plan a document's layout and how to use the standards for quality communication
- A foolproof proposal writer's checklist

### Teaming with the Right Instructors

- Your relationship with instructors
- What your instructors need to know about you
- Establish and communicate quality expectations for handout materials
- Policy for handling follow-on leads

### E-Learning

- How online learning fits into contract training
- How online learning can replace and/or complement in-person classroom contract training
- The costs related to online learning
- Successful delivery methods

## Optional: CCT Exam

You can take the exam on Thursday morning following the Institute or you can take the exam at a later date at your office with a local proctor.

# BECOME MORE FOCUSED ON YOUR BUSINESS



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# WE DELIVER. YOU CAPITALIZE.

## REGISTRATION: CONTRACT TRAINING INSTITUTE (CTI)



### FIRST PERSON

Member/Customer ID # _____	SC # (from address label) _____
Name _____	
Department _____	Institution _____
Address _____	City, State/Province _____
ZIP/Postal Code _____	Country _____
Email _____	Phone _____

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*All fees are in US dollars.*