

# Training Seminar (Level II)

## *Specialized Equipment & Sales Training*



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#### Training Facilitators/Instructors

The C.A.T. training group brings together over 65 years experience and involvement in paint finishing equipment, equipment design and equipment application.

#### Training Mission Statement

To present information and educational training classes structured to provide comprehensive product familiarization for C.A.T. equipment. Next level product training knowledge and improved technical skills to generate both sales and satisfied customers. For our Distributors/Sales force to strongly endorse the quality of C.A.T. products with loyal user satisfaction, as they will consistently produce the highest quality of service for our customers, resulting in repeat customer business and new business from customer referrals.

#### Level II Class Program

- Sales based training on feature and benefit comparisons with major competitors, focusing on quality, pricing, customer service, and maintenance costs.
- Learn to perform shop audits, and how to utilize the information gathered to offer new solutions and resolve problem areas.
- Flatline and automated systems equipment sales training.
- Discussion group on sales success stories and failures.
- Items every equipment salesperson should carry into a sales call, and how to best present these items.

The Level II Class is a comprehensive program, with an emphasis on next level techniques to generate sales and create satisfied customers. It is recommended for anyone that has previously completed Level I.

#### Course value - \$500.00

Each attendee will receive a C.A. Technologies training book containing all training manuals, C.A.T. product information sheets for products being discussed, a C.A.T. product catalog, Certificate of Completion and other related product information and promotional items.

#### Hotel Accommodations

With a completed registration form, C.A. Technologies will make reservations at one of the following hotels:

**Courtyard by Marriott**  
Louisville, CO  
303-604-0007

**Hampton Inn**  
Louisville, CO  
303-666-7700

To request registration forms or training information please contact:  
Audrey Manning at [audrey@spraycat.com](mailto:audrey@spraycat.com)  
Phone 888-820-4498 Fax 303-438-5708

**C.A. Technologies**

# Training Registration (Level II)

## *Specialized Equipment & Sales Training*

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone Number (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

**Name of Attendee:**

(If more than one person attending, place a star \* by the main contact.)

1. \_\_\_\_\_ Email \_\_\_\_\_

2. \_\_\_\_\_ Email \_\_\_\_\_

3. \_\_\_\_\_ Email \_\_\_\_\_

4. \_\_\_\_\_ Email \_\_\_\_\_

**Requesting training dates:**

May 16-18

September 12-14

Special schools for distributor groups can be arranged. Please call for information.

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