



360 YIELD CENTER FIELD FOCUS TRAINING PROGRAM

IMPORTANT DATES

2018 Online Training Deadline: December 17

Online Training Website Downtime: December 18 - January 10

2019 Online Training Launch Date: January 11



New products and extensive product updates means it is critical that you have a thorough and convenient way to learn the sales and technical details of all the 360 products. So, for 2019, we are expanding our online training program and adding a new layer of hands-on training opportunities. We are also simplifying the certification process to make it easier to earn certification and easier to track your progress toward certification. **Here are the details of your 2019 Field Focus Training Program.**

HIGHLIGHTS FOR 2019

FOUR WAYS TO ACCESS TRAINING

- ❶ Online
- ❷ Regional Training Events
- ❸ In-Store Training
- ❹ A Morton-Based Training Event on January 29

SIMPLIFIED CERTIFICATION

BEEFED UP COURSE CATALOG

- Ⓐ Improved Online Content - courses will be videos. No more PowerPoints.
- Ⓑ No spring and fall semesters or required courses. Choose what and when.

SIMPLIFIED CERTIFICATION PROGRAM

Dealerships who earn enough credits will be listed as a "Certified 360 Dealer" on the Dealer Locator.

Dealerships who do not earn enough credits will be listed as a "360 Dealer" on the Dealer Locator.

Certification is earned through completing a combination of online and in-person training programs:

- Ⓐ Each online class earns one credit.
- Ⓑ Regional or in-store attendance earns six credits.

The total number of credits needed by your dealership to earn certification will depend on the number of people involved in your 360 sales and service activities and your current certification status.

Dealerships that are currently certified need six credits for each person involved in selling and supporting 360 products.

Dealerships that started the certification process in 2018 but are not yet certified need eight credits for each person involved in selling and supporting 360 products.

New dealerships and dealerships new to the Field Focus training program need 16 credits for each person involved in selling and supporting 360 products.

FOR EXAMPLE

- A** Dealership is currently certified and has five employees involved in selling and supporting our products, you will need 30 credits in 2019 to maintain certification.
- B** Dealership started, but did not earn certification in 2018 and has five employees involved in selling and supporting our products, the dealership will need 40 credits in 2019 to maintain certification.
- C** A dealer that has not enrolled in training before and has five employees involved in selling and supporting our products, the dealership will need 80 credits to earn certification.
- D** A dealer that has not enrolled in training before and is a sole proprietor will need 16 credits to earn certification.

To determine the credit goals for your dealership, complete the Enrollment Form for 2019 Training. One of the questions will be "How many relevant 360 employees work at your dealership?" "Relevant 360 employee" means an employee that is involved in selling or supporting 360 products. The answer to that question will be used to calculate the number of credits needed to achieve certification. Note that you should consider all locations to determine the total number of people involved in your 360 enterprise.

TO SUMMARIZE: CERTIFICATION REQUIREMENTS FOR 2019

SOLE PROPRIETOR

Certified Dealer: One person will need to complete 6 credits.

Partially Certified Dealer: One person will need to complete 8 credits.

New Dealer: One person will need to complete 16 credits.

MULTIPLE EMPLOYEES (SINGLE OR MULTIPLE LOCATIONS)

Certified Dealer: The amount of relevant 360 employees (as indicated on the Enrollment Form) will each need to complete 6 credits.

Partially Certified Dealer: The amount of relevant 360 employees will each need to complete 8 credits.

New Dealer: The amount of relevant 360 employees will each need to complete 16 credits.



TWO TARGET DATES FOR WORKING TOWARD CERTIFICATION

- 1** July 1, 2019
- 2** January 1, 2020

It doesn't matter which classes your team takes, but they should aim to take half of the credits needed by July 1.

EASIER COURSE NAVIGATION

This year, users will be allowed to skip through the content to take tests, so if you already know the content you can go right to the test. But, instead of passing 60% of the questions, you will need to get 100% correct. If you answer a question incorrectly, you can immediately return to the test, correct your error and pass the test.

KNOW WHERE YOUR DEALERSHIP STANDS

Status updates will be sent out to dealerships as they complete training.



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