

Caterpillar Course Catalog

Powered by:



Business Performance Group

Construction Industries PSSR Boot Camps (Course #45559) – Held regionally throughout the US

This 4-day Boot Camp sales training is designed for dealer CI Parts & Service field reps and teaches how to proactively manage a territory and maximize sales opportunities. The workshop offers a blend of instructor led classroom training and interactive workplace practice that mirrors a PSSRs day to day world. Reps will learn a 5-step sales process (DISCOVER-DESIGN-DEMONSTRATE-CLOSE-CHECK) that aligns with Caterpillar's competency model for best practices. This course teaches skills and techniques for how to develop sales opportunities from customer's business issues, overcome objections, and close the sale. Applying the techniques taught, reps will develop a growth strategy plan for their territory, with specific goals and objectives that provide management with measurable results.

This class is available as a multi-dealer training event held regionally throughout the US or as on-site training at your dealership.

Energy & Transportation PSSR Boot Camp (Course #52790) – Held regionally throughout the US

This 4-day Boot Camp sales training is designed for dealer E & T Parts and Service field reps and teaches how to proactively manage a territory and maximize sales opportunities. The workshop offers a blend of instructor led classroom training and interactive workplace practice that mirrors an E&T PSSRs day to day world. Reps will learn a 5-step sales process (DISCOVER-DESIGN-DEMONSTRATE-CLOSE-CHECK) that aligns with Caterpillar's competency model for best practices. This course teaches skills and techniques for how to develop sales opportunities from customer's business issues, overcome objections, and close the sale. Applying the techniques taught, reps will develop a growth strategy plan for their territory, with specific goals and objectives that provide management with measurable results.

This class is available as a multi-dealer training event held regionally throughout the US or as on-site training at your dealership.

Construction Industries PSSR Expert Level Training (Course #55325) – Held in Kansas City, MO.

The **CI PSSR Expert Level Sales Training** will help Product Support Reps go beyond just selling parts and charter a path towards selling more integrated solutions. This 2-day sales development training is designed for dealer Parts and Service Field Representatives with at least 1 year on the job experience, who have completed the foundational level **PSSR Boot Camp** (CI-Course #45559).

Reps will learn skills for how to conduct a thorough needs analysis to gain actionable insight into customer's business issues to develop a solution that meets their needs. The training teaches how to position Prioritized Service Events (PSEs) to craft a conversation and create the need with their customer early in the sales process, techniques for positioning a Rebuild via a life-cycle presentation (before the customer has a need), and how to position and sell Customer Value Agreements (renewal and origination in the aftermarket). This class is available as a multi-dealer training event held regionally throughout the US or as on-site training at your dealership.

Energy & Transportation PSSR Expert Level Training (Course #55325) – Held in Kansas City, MO.

The **E&T PSSR Expert Level Sales Training** will help reps go beyond just selling parts and charter a path towards selling more integrated solutions. This 2-day sales development training is designed for dealer E&T Parts and Service Field Representatives with at least 1 year on the job experience, who have completed the foundational level **E&T PSSR Boot Camp** (Course #52790). Reps will learn skills for how to conduct a thorough needs analysis to gain actionable insight into customer's business issues to develop a solution that meets their needs. The training teaches how to position Prioritized Service Events (PSEs) to craft a conversation and create the need with their customer early in the sales process, techniques for positioning a Rebuild via a life-cycle presentation (before the customer has a need), and how to position and sell Customer Value Agreements (renewal and origination in the aftermarket). This class is available as a multi-dealer training event held regionally throughout the US or as on-site training at your dealership.

Machine Retail ISR Boot Camp (Course #44214) – Held in Raleigh, NC.

The 5- day **M-ISR Boot Camp** sales training is a foundational workshop designed to prepare dealer Inside Sales Reps selling prime product to proactively manage an assigned or unassigned territory and includes instruction on prospecting for potential machine leads, calling on Cat Conquest Campaigns, how to sell effectively to retail walk-in customers, and establish the Caterpillar value. This workshop includes a blend of instructor led classroom training and to increase knowledge and further develop skills ISRs get to connect classroom theory to workplace practice by making live sales calls to their assigned customers while being shadowed 1:1 by a sales coach. The boot camp also includes one day at Caterpillar's BCP Training Center in Cary, NC where ISRs will get product and application training from Cat subject matter experts. Also available as an on-site training at your dealership.

Machine Retail ISR Expert Level Training (Course Code: I-0YRXY1) – Virtual Instructor-led (Pre-requisite: Foundational Machine Retail ISR Boot Camp – Course #44214)

This advanced level, virtual training is designed to build on the foundational concepts covered in the **M-ISR Boot Camp**. Participants will join an online classroom (via Teams) for 2-hour “micro” training sessions over 5 days. Machine Retail ISRs will learn how to mine their territory for additional opportunities, overcome more difficult objections, and use tools like texts, e-mail, and social media to support a sales cycle. This training also teaches techniques on how to position Customer Value Agreements (CVAs) with a new machine sale. During the training, ISRs will develop a sales plan, with specific goals and objectives, providing a tool for measurable results in their territory. **Note: This course is funded by Caterpillar for eligible ISRs that have completed the pre-requisites.**

CI Aftermarket ISR Boot Camp (Course #40143) – Held in Peoria, IL.

The 5-day **CI Aftermarket ISR Boot Camp** sales training is a foundational workshop designed to prepare dealer Inside Sales Reps selling Aftermarket parts and service to proactively manage an assigned territory and includes instruction on prospecting, development of dormant accounts, consultative sales execution, and value-based selling. This workshop includes a blend of instructor led classroom training and to increase knowledge and further develop skills ISRs get to connect classroom theory to workplace practice by making live sales calls to their assigned customers while being shadowed 1:1 by a sales coach. The boot camp also includes 1 1/4 days at Caterpillar's facilities in Peoria for plant tours and instructor led product training from Caterpillar subject matter experts. Also available as an on-site training at your dealership.

CI Aftermarket ISR Expert Level Training (Course #42553) – Virtual Instructor-led (Pre-requisite: Foundational CI Aftermarket ISR Boot Camp – Course #40143)

This advanced level, virtual training is designed to build on the foundational concepts covered in the **CI Aftermarket ISR Boot Camp**. Participants will join an online classroom (via Teams) for 2-hour “micro” training sessions over 5 days. ISRs will learn how to mine their territory for additional opportunities, use tools like texts, e-mail, and social media to support a sales cycle, and overcome more difficult objections. This training also teaches techniques on how to position and renew Customer Value Agreements (CVAs) in the aftermarket. During the training, ISRs will develop a sales plan, with specific goals and objectives, providing a tool for measurable results in their territory. **Note: This course is funded by Caterpillar for eligible ISRs that have completed the pre-requisites.**

Energy & Transportation ISR Boot Camp (Course #41443) – Held in Lafayette, IN.

The 5-day **E&T ISR Boot Camp** sales training is a foundational level workshop designed to prepare dealer Inside Sales Rep selling parts and service for E&T how to proactively manage an assigned territory and includes instruction on prospecting, development of dormant accounts, consultative sales execution, and value-based selling. This workshop includes a blend of instructor led classroom training and to increase knowledge and further develop skills ISRs get to connect classroom theory to workplace practice by making live sales calls to their assigned customers while being shadowed 1:1 by a sales coach. The boot camp also includes a tour of Caterpillar's Large Engine Center in Lafayette and product training from Cat's Power Solutions subject matter experts. Also available as an on-site training at your dealership

Energy & Transportation ISR Expert Level Training (Course Code: I-0WREWV) – Virtual Instructor-led (Pre-requisite: Foundational E&T ISR Boot Camp – Course #41443)

This advanced level, virtual training is designed to build on the foundational concepts covered in the **E&T ISR Bot Camp**. Participants will join an online classroom (via Teams) for 2-hour “micro” training sessions over 5 days. ISRs will learn how to mine their territory for additional opportunities, use tools like texts, e-mail, and social media to support a sales cycle, and overcome more difficult objections. This training also teaches techniques on how to position and renew Customer Value Agreements (CVAs) in the aftermarket. During the training, ISRs will develop a sales plan, with specific goals and objectives, providing a tool for measurable results in their territory. **Note: This course is funded by Caterpillar for eligible ISRs that have completed the pre-requisites.**

High-Impact Parts Performance Training (Course #54690) – Dealer Onsite Training

Your Parts Counter Advisors are a critical part of your dealership's customer-facing team. This 1-day instructor-led training will not only provide your team with the tools to meet customer expectations and deliver legendary service, but also to understand the critical distinction between being an order taker and sales consultant.

High-Impact Part Performance is held on-site at your dealership and teaches your Parts Counter Advisors the importance of asking customers questions to better understand their business and pro-actively position Cat parts. Reps will learn how to sell the value of Cat parts and service, cross- and up-sell, and ASK FOR THE ORDER!

CI Aftermarket ISR Manager Training (Course #44216) – Virtual Instructor-led (2 hours day/3 days)

This virtual training workshop is designed for dealer Managers who have an existing or planned Aftermarket Inside Sales team. The goal is to create a community of collaboration for Managers to improve Inside Sales Rep performance through best practice sharing on retail, small core, and aftermarket initiatives.

During the workshop, managers will learn how to design effective territories, set revenue goals and activity objectives for their Inside Sales Reps. The training provides tools and techniques for how to successfully lead and coach an ISR program.

Machine Sales Rep Boot Camp Training (Course #53869)

This 4-day sales development training is specifically designed for Construction equipment sales field reps and focuses on how to proactively manage a field sales territory to advanced opportunities and develop relationships with prospects and customers.

Training is much more effective through participation, which is why the **MSR Boot Camp** features interactive role plays and exercises customized to your business using Caterpillar products. Reps learn how to probe customers to really understand their business issues and potential needs and the importance of listening (Always Be Listening!). You close 0% of the deals you don't participate in and this training will teach reps that being a strategic partner or consultant to their customers means they can begin the sales process sooner than their competition. The MSR Boot Camp can be held on-site at your dealership.

High-Impact Rentals Sales Training Workshop (Course #55326)

As outside factors like the economy, competition, and technology changes, it is crucial for your Rental Reps to broaden their skills, knowledge, and confidence to close more deals. This 2-day, instructor-led training teaches skills for building relationships quickly, how to proactively manage a territory and maximize rentals, and techniques for staying ahead of the competition. The course provides tools for snagging the reactive rental when the deal is already on the street, and the emergency rental, when the dealership can build customer loyalty.

This workshop includes a blend of instructor led classroom training and to increase knowledge and boost skills Rental Reps get to connect classroom theory to workplace practice through mock sales calls, featuring real-life customer case studies. **High-Impact Rentals** can be held on-site at your dealership and tailored to both Rent-to-Rent or Rent-to-Own depending on the rep's approach.

High-Impact Rental Coordinator Training

Rental Coordinators have a high level of contact service with your customers. Your Rental Representatives can only be at one jobsite at a time, but the Rental Coordinator is always just a phone call away for your internal and external customers. Rental Coordinators must be skilled in providing great customer service, taking deals off the street and asking for the rental. Being a champion Rental Coordinator requires critical telephone skills and this 1-day instructor-led training teaches vital closing skills to enable your team to retain more business. Available as on-site training at your dealership.

For more information contact:

Traci Shepley – Education & Training | 515-249-1341 | tshepley@bpgrp.com or traci.shepley@cat.com