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# **DISTRIBUTOR**

**OPERATIONS**

**BULLETIN**

#### COMMERCIAL BUSINESS

DOB: 14-110-TP

Date: December 16, 2013

To: North American Commercial Distributor Principals, Sales/Service/Parts Managers and Sales Representatives

From: Gary Coulson SCPS, Product Training Manager

Subject: Monthly Product Web Conferences for 2014

**Innovation and Knowledge is Key to our Success**

It is with that mission in mind that we are pleased to announce Monthly Product Web Conferences starting in January 2014. Each conference will reinforce the value added strategies, competitive news and product updates. The sessions will be 1 hour in length and held the second Thursday each month (see schedule). Each live session will be recorded and provided as an online class in your Toro University online learning transcript.

**Continuing Education**

After each web conference, a 10 to 15 question knowledge assessment will be scheduled to commercial team members and sales managers. Each assessment question will be drawn from the specific product web conference. Completed assessments will be recorded on your Toro University transcript. These assessments will comply with SMEI standards for credit hours towards yearly CSE and SCPS re-certification. Viewing each web conference and submitting the accompanying assessment with a minimum score of 90% will count toward 1 hour of certification credit.

**Product Certificate Program**

The certificate program introduced last year will continue in 2014. Once all of the assessments are completed, team members will receive a product certificate indicating a proficiency in explaining the Features, Advantages, and Benefits of Toro Commercial product line. This program consists of 8 assessments to be completed by the end of Fiscal 2014.

The web conference schedule is provided on the following page. The schedule and link is also provided on the Toro Distributor portal at: <http://partner.thetoroco.com>

Commercial *tab* > Sales and Marketing *page* > Toro University *portlet*

Each salesperson and manager that is in our Distributor employee database will also receive a reminder e-mail with login instructions prior to each scheduled web conference.

**2014** **Product Web Conference / Certificate Schedule**  
(Approximately 1 hour each)

All times are U.S. Central Time

**January 9 @ 3:00 pm**

Greensmowers

**February 13 @ 3:00 pm**

Vehicles / Debris

**March 13 @ 3:00 pm**

Greens Rolling / Cultivation

**April 10 @ 3:00 pm**

Groundsmasters / Sand Pro

**May 8 @ 3:00 pm**

Sprayers

**June 12 @ 3:00 pm**

Finance

**July 10 Toro University (no monthly web conference)**

**August 14 @ 3:00 pm**

Reelmasters

**September 11 @ 3:00 pm**

myTurf / TPP / Wireless Hour Meter