

- "The Train the Trainer Seminar was excellent. I found the in-depth IRMN training to be very helpful. I have a better understanding of the program and feel more comfortable with the website after attending the training."
- Bill Barrett Riekes Equipment Co.



TRAIN THE TRAINER

Who should attend?

Anyone that works in the parts department or parts sales department.

Seminar Sessions

A one day seminar designed to teach you the skills you need for training sessions. During this seminar you will learn training guidelines and presentation planning tips that will help make you an effective communicator.

Train the Trainer Sessions

Includes training on the Fleet Manager program. This training will give you the information to participate in the program, while also learning effective training skills on how to instruct your Fleet Managers more efficiently. You will also have in-depth training on IRMN & our latest features.

About IRMN Fleet Manager

- Customer has access to all necessary IRMN Information (with exception of your cost) resulting in fewer calls / questions from your customer
- Customer sees their cost, set by you, and does their own part research, price checking, ordering, tracking orders and receiving of parts

- No pulling, packing and shipping, or delivery of parts
- Parts ship direct to customer reducing delivery time/expense
- Increases your sales with no added inventory (SMH® distribution centers act as your warehouses)
- Helps to lock-in customer purchases for your company through a signed three-year contract
- All information on customer purchases is fully trackable from your end

Additional Features & Benefits

- Information on over 90 makes and 4,000 lift truck models
- Over 3,000,000 application numbers for material handling equipment
- OEM & component manufacturer parts (Baldwin, GE, Impco, Timken, etc.)
- Single source (versus multiple dealer sourcing) saves time and money: IRMN replaces the need for multiple phone calls and faxes and electronic ordering reduces transaction cost
- IRMN quote screen can act as RSPL (Recommended Spare Parts List) specific to each customer's fleet eliminating the need to resource the same part twice

- Database/search engine characteristics of IRMN reduces the time your customer spends sourcing parts with you and your competitor
- For more information contact your business development regional manager at www.smhco.com

IRMN



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2011 Training Dates

Jan	20	IL	Free - must meet customer requirements
Mar	10	CA	
Nov	4	KS	

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REGISTER NOW FOR ONE OF THE SMHU TRAINING SESSIONS:		
Train the Trainer	# of Participants	
☐	Jan 20, IL	
☐	Mar 10, CA	
☐	Nov 4, KS	
Company Name :		
Account Number :		
Street Address :		
City :	State :	Zip :
Contact Name :		
Contact Title :		
Email Address :		
Phone Number :		
Fax Number :		
COMPLETE FORM & FAX to 913-764-7278 or E-MAIL marketing@smhco.com		



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