

Selling Up = Earning Up!

A Training Proposal

**Prepared for
TPT Corporation**

**Prepared by
Good to Great Team**

**Tusculum College
EDUC 527
MA 018 Class**

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Introduction

Ms. Jeri X. Ecutive, Human Resources Manager for TPT Corporation (“TPT”), requested a proposal from the Good-to-Great Team for development of a formal program designed to train TPT’s sales force how to stage and promote high-end manufactured housing units for appeal to upscale customers.

Initially, training will be delivered to Sales Managers at each of TPT’s locations. The Sales Managers will then train their staffs. TPT is willing to consider training covers rudimentary design guidelines and high-end sales suggestions coupled with recommendations for selecting a local professional decorator to assist in the actual staging of individual units.

TPT has determined a working budget of \$75,000 for development and deployment of the training solution. It wants the finished product delivered within four-to-five months of contract execution.

This document contains an analysis of the training needs, as developed by the Good-to-Great Team, and a strategy for delivering targeted training for optimum results.

Needs Assessment

A training needs assessment requires analysis of three components: the organization, the targeted learner(s), and the job tasks performed by the learner(s).

Organizational Needs Analysis

Current Situation

TPT has 7,000 Sales Centers located throughout the continental United States. Those centers are concentrated in the Southeastern U. S., where TPT's corporate headquarters is located. Manufactured housing in the Southeast has a high rate of acceptance in rural, urban, and suburban settings.

During the past few years, however, local governments in the Southeast have restricted certain types of manufactured housing and/or the location and installation of manufactured homes. For that reason, TPT has entered the home-land combination market as a method for attracting low-to-middle income buyers.

Through business mergers and acquisitions, TPT has added high-end manufactured housing to its inventory and expanded its sales outlets in non-traditional markets – those locations where site-built structures comprise more than 95% of single-family homes.

TPT allocates two percent (2%) of total sales as a marketing budget for each of its 7,000 Sales Centers.

Sales Center training at TPT has, thus far, been mostly informal. Sales Center personnel have corporate reference manuals available to them, but these manuals do not include design guidelines for staging homes. Typically, a senior sales representative or a Sales Center Manager will provide on-the-job, just-in-time training either through demonstration, role-playing, and directed reading. This is usually supplemented with informal question-answer sessions.

Future Vision

By offering upscale amenities and accoutrements in individual manufactured housing units, TPT wishes to increase its market share among non-traditional buyers in regions where site-built

homes are the norm. TPT also wishes to develop high-end manufactured housing communities by offering land-home packages in areas that attract high-income home buyers.

TPT plans to achieve these visions through staging and promoting its high-end units to individuals and families who would not usually consider a manufactured unit as an option when selecting a new home. TPT recognizes that such buyers expect not only quality manufacturing, but the inherent status-recognition that results from their purchases. These buyers typically look first to match the purchasing patterns of their social or economic peers (or those slightly higher on the scale). Therefore, they are often unwilling to consider alternative options, even when those options are of equal or higher quality and/or lower in overall cost.

- According to the *Chicago Tribune*, 40% of new homes are all or partially factory-manufactured.
- According to the Mobile Home Institute, 9 million families live in manufactured housing.
- According to the *Chicago Tribune*, decreased construction time is the largest motivator for families considering custom-designed manufactured housing.

Organizational Goals

Business Goals

TPT's primary goal, of course, is to increase profits. Logically, it prefers the profit-making strategy of increased Return on Assets (ROA) resulting from selling fewer, higher-priced units for the same cost – Return on Investment (ROI) – as selling more low- to medium-priced units. TPT wishes to increase awareness of design guidelines in its Sales Managers, so they will use a proportional amount of their marketing budgets to purchase amenities and accoutrements that appeal to discriminating purchasers and/or engage the services of a design professional to assist with decoration of individual units.

Increasing the knowledge, skills, and abilities of Sales Center staff through training in manufactured housing unit staging will facilitate TPT's reaching its business goals.

Instructional Goals

While current Sales Center training methods are mostly sufficient for providing rudimentary knowledge, skills, and abilities to sales representatives, TPT recognizes that formal training is required to enhance sales representatives' awareness of the overall market, targeted customer base, and design guidelines for staging homes, and recommended strategies for selling "up."

Trainee Audience Needs Analysis

Learner Profile

- Usually late twenties to late fifties in age
- Has a family and numerous outside commitments
- May have minor physical impairment
- High school graduate
- Possibly some college, occasionally an Associate's Degree; Bachelor's Degree is unusual
- Average-to-above average intelligence
- Able to comprehend written material at no higher than 10th grade reading level
- Some sales experience
- Clean and well-groomed appearance, though likely not stylish
- Professional manner
- Clear and friendly speaking voice
- Able to learn new information and master new skills
- Comfortable presenting to individuals or small groups of people
- Works on commission
- Little or no interior decorating experience

Task Analysis

Individual sales representatives at each Sales Center perform a fairly routine set of tasks each day. These tasks can be divided into four categories: sales and post-sales, records creation and maintenance, model home preparation (staging), and training. Following is a breakdown of the sales representatives' usual tasks in each category:

Sale & Post-Sale

- Greet customers
- Show customers sales models
- Answer customers' questions
- Identify and discuss optional accessories and upgrades with customers
- Discuss financing options
- Discuss site placement
- Take customers' orders
- Close the sales transactions
- Bid customers goodbye and escort them to their vehicles
- Order homes from manufacturer
- Arrange financing for customers
- Arrange for delivery and set up of homes at sites
- Follow-up with customers after delivery

Staging Homes

- Obtain accessories from vendors or from Sales Center inventory
- Choose themes and accessorize accordingly
- Prepare brochures for the different themes and styles
- Catalogue and maintain reference manuals
- Create and maintain applicable job aids

Records Creation & Maintenance

- Create and maintain models lists
- Create and maintain current inventory lists
- Create and maintain transportation vendor lists
- Create and maintain site preparation contractors' lists
- Create and maintain mortgage lender lists
- Create and maintain local licensing and building codes reference lists
- Create and maintain accessories lists
- Create and maintain customer lists
- Create and maintain contact lists
- Catalogue and maintain reference manuals
- Create and maintain applicable job aids

Training

- Acquire and read information and materials (self-directed)
- Attend training sessions when available
- Practice delivery of sales techniques with other sales representatives and/or Sales Manager
- Catalogue and maintain training manuals
- Create and maintain applicable job aids

Performance Objectives

At the successful conclusion of training, learners will complete the following tasks with 100% accuracy:

1. Define staging and the steps involved
2. List the importance of staging homes for high-end buyers
3. Describe in detail the basic design guidelines for manufactured houses
4. Identify the 7 considerations when choosing a professional decorator
5. Differentiate the sales techniques high-end buyers
6. Demonstrate training techniques and motivational methods for sales associates

Learner Environment

Besides the obvious physical requirements required to establish a comfortable learning environment, adults require their emotional and mental environments be equally comfortable. Otherwise, learning will be met with barriers.

Adults are autonomous and self-directed. They need to be free to direct themselves. Their teachers must actively involve adult participants in the learning process and serve as facilitators for them. Specifically, they must get participants' perspectives about what topics to cover and let them work on projects that reflect their interests. They should allow the participants to assume responsibility for presentations and group leadership. They have to be sure to act as facilitators, guiding participants to their own knowledge rather than supplying them with facts. Finally, they must show participants how the class will help them reach their goals (e.g., via a personal goals sheet).

Adults have accumulated a foundation of life experiences and knowledge that may include work-related activities, family responsibilities, and previous education. They need to connect learning to this knowledge/experience base. To help them do so, they should draw out participants' experience and knowledge which is relevant to the topic. They must relate theories and concepts to the participants and recognize the value of experience in learning.

Adults are goal-oriented. Upon enrolling in a course, they usually know what goal they want to attain. They, therefore, appreciate an educational program that is organized and has clearly defined elements. Instructors must show participants how this class will help them attain their goals. This classification of goals and course objectives must be done early in the course.

Adults are relevancy-oriented. They must see a reason for learning something. Learning has to be applicable to their work or other responsibilities to be of value to them. Therefore, instructors must identify objectives for adult participants before the course begins. This means, also, that theories and concepts must be related to a setting familiar to participants. This need can be fulfilled by letting participants choose projects that reflect their own interests.

Adults are practical, focusing on the aspects of a lesson most useful to them in their work. They may not be interested in knowledge for its own sake. Instructors must tell participants explicitly how the lesson will be useful to them on the job.

As do all learners, adults need to be shown respect. Instructors must acknowledge the wealth of experiences that adult participants bring to the classroom. These adults should be treated as equals in experience and knowledge and allowed to voice their opinions freely in class.

Adult learners also require motivation, reinforcement, instructional methods that enhance retention, and a sense that transference has occurred in the form of knowledge from the subject-matter expert to themselves.

The proposed training facility has room for seventy-five learners per class. TPT anticipates initial training will occur at Super Sales Center Meetings, possibly by Regional Managers. Training of individual Sales Center staff members will occur on standalone computer workstations in the Sales Center office. These Sales Center training rooms should meet the following standards:

- Clean room with comfortable workstation and appropriate lighting
- Quiet, free from internal or external distractors
- Whiteboard or screen easily viewed from all parts of the room
- Computer projector
- Training materials, consisting of:
 - Instructor's Guide
 - Computer presentation of information
 - Trainee's guides
- Ready access to supplemental material (brochures or booklets of models and accessories)
- Interior decorating guides
- Paper and pencils to take notes
- Samples of cloth and accessories to mix and match, to familiarize trainee with interior decorating concepts

Content Analysis

Terminal and Enabling Objectives

Individual objectives will be detailed when the initial training contract is executed. TPT's Vice-President of Sales will have final approval of objectives. TPT's Vice-President of Manufacturing will fact-check each objective prior to its submission for approval.

Content Organization

Content will be organized and presented logically, so that each training element builds on previously learned material.

Course Outline

The training course will cover the following major points:

- Staging homes
- Selecting professional designers and landscapers; negotiating agreements
- Qualifying high-end buyers
- Understanding customization
- Sales techniques for “selling up”

Instructional Strategy

Course Map

The training course will be delivered as a standalone HTML package and will utilize a standard browser interface to present each lesson. The system will be modular. Learners will navigate through the system to suit their own training needs and will be evaluated at the end of each lesson.

Theme

The theme of this training course will be elegance – “Design Homes to Sell with Design.” In all aspects, it will remind learners the focus is selling high-end manufactured housing to high-income buyers. Throughout the training, learners will be reminded of the organization’s goals and vision: Quality, of course, but Customers First.

Character

No “narrator” character will be used in this training.

Treatment

Navigation elements will allow learners to follow this outline for each lesson:

- Introduction
- Know the Facts (delivery of material)
- Get Practical Advice (help)
- Challenge Yourself (question-answer evaluation)
- Simulation (interactive evaluation)
- Feedback Summary (with recommendations for repeated training, if needed)

Course Navigation & Controls

Each screen of the training will contain a navigation bar to guide students to each training module:



Additionally, each screen will contain navigation buttons to allow learners to move throughout each module:



Video elements and animated graphics will contain standard forward, rewind, stop, and pause controls. Sound elements will be mutable and adjustable for volume levels.

Assessment Strategy

Learner Evaluation

Learners will be evaluated in multiple ways during the training course. They will have a question-answer “knowledge checker” consisting of typing or pointing to a correct answer (true-false, short-answer, or multiple-choice) and a simulation “problem solver.”

Additional evaluation will occur through extemporaneous conversations with Sales Center Managers. Monthly, a member of TPT’s corporate Marketing staff will review training logs.

Instructional Design

Training design incorporates all phases of the Instructional Design Model, regardless of which model the instructional technologist follows. The standard flow is

Analysis → Design → Development → Implementation → Evaluation.

Multimedia Guidelines

Each training module will incorporate multimedia in the form of spoken text, animated graphics, and video presentations. All multimedia components will have a text-based alternative for visually impaired learners. Likewise, all multimedia components will follow generally accepted design parameters for compliance with federal accessibility guidelines.

Text

Upon execution of the contract for training development, the Good to Great Team will draft text for review by TPT's Marketing and Engineering executives as described above.

Audio

Upon execution of the contract for training development, the Good to Great Team will draft text for recording subject to review by TPT's Marketing and Engineering executives as described above. Professional voice-recording facilities and a professional reader will be used for this component.

Video

Upon execution of the contract for training development, the Good to Great Team will outline video requirements subject to review by TPT's Marketing and Engineering executives as described above. Professional video-recording facilities and a knowledgeable member of TPT's Marketing or Manufacturing staff will be used for this component.

Photographs

Upon execution of the contract for training development, the Good to Great Team will outline photography requirements subject to review by TPT's Marketing and Engineering executives as described above. Professional photographers and a knowledgeable member of TPT's Marketing or Manufacturing staff will be used for this component.

Animation

Upon execution of the contract for training development, the Good to Great Team will outline animation requirements subject to review by TPT's Marketing and Engineering executives as described above. Professional graphic animation artists and a knowledgeable member of TPT's Marketing or Manufacturing staff will be used for this component.

Illustrations

Upon execution of the contract for training development, the Good to Great Team will outline illustration/graphics requirements subject to review by TPT's Marketing and Engineering executives as described above. Professional graphic artists and a knowledgeable member of TPT's Marketing or Manufacturing staff will be used for this component.

Simulations

Upon execution of the contract for training development, the Good to Great Team will outline simulation component requirements subject to review by TPT's Marketing and Engineering executives as described above. Professional simulation programmers and a knowledgeable member of TPT's Marketing or Manufacturing staff will be used for this component.

Screen Layout Design

Upon execution of the contract for training development, the Good to Great Team will outline screen layout design requirements subject to review by TPT's Marketing and Engineering executives as described above. Professional HTML programmers and a knowledgeable member of TPT's Marketing or Manufacturing staff will be used for this component.

Following is a proposed version of the typical screen layout:

Navigation



Navigation is described previously in this document. It will use the navigation bar and “next” and “previous” buttons shown in the proposed Screen Layout Design shown above.

Instructional Notes

Upon execution of the contract for training development, the Good to Great Team will detail instructional notes subject to review by TPT's Marketing and Engineering executives as described above. Instructional notes will appear as in-screen "pop-ups" on each training screen. Professional HTML programmers and a knowledgeable member of TPT's Marketing or Manufacturing staff will be used for this component.

Explanation of Terms

At this time, the Good to Great Team has not determined a need for a Terminology Glossary to accompany this Training Proposal document. However, if one should be necessary, the Good to Great Team will prepare it as an attachment to the final contract document.

Course Map

The Good to Great Team has identified 38 individual lessons for the proposed training. Those lessons are outlined in Table 1, below.

Table 1.

Section	Outline of Topics	Video Description/Objectives
1. Title Slide	1.0 Title	Title Slide: No audio
	1.1 Company Logo	

Section	Outline of Topics	Video Description/Objectives
2. Introduction	2.0 What is Style?	Images of different homes, rich mansion to a regular home; faces of Caucasian,
	2.1 What is required for “style”?	African-American and Hispanic-American; definition of style; Middle-class American family enjoying dinner around table talking
	2.2 Why is it important for sales?	Potential customers walking through model; sales person opening cabinets, hand sliding over countertop; customers nodding in approval
	2.3 Why is it important for TPT?	Image of craftsmen and carpenters working on home in factory; preparing home to be shipped to sales center; sales staff arranging furniture and cleaning, supervisor with clipboard double checking the home and for quality issues.
	2.4 Company’s mission statement	Company’s mission statement Goals of this training module Objectives of this training module
	2.5 Statement of goals 2.6 Objectives of the video training	

Section	Outline of Topics	Video Description/Objectives
3. Trends for Tomorrow	3.0 Why trends are important	Images of trends through time, fashion, automobiles, homes, footage from 50s, 60s, 70s, and 80s homes.
	3.1 How do we turn trends into sales?	Discuss how of how sales relate directly to trends. Pet rock? Mood rings? Car salesmen?
	3.2 Definition of a Trend	What is the difference between trend and trendy?
	3.3 Trends vs. Trendy	
	3.4 Timeless Trends	Company's sales philosophy, quality is a trend that stands alone
	3.5 What's hot, what's not	Model of home that is timeless; watch husband and wife come into home after honeymoon, with babies, child grows, graduates from college, husband and wife host family and grandchildren at outdoor barbeque—"quality and warmth will always be in style."
4. Form vs. Function	4.0 Style	Purpose of housing (protection from the elements, style makes a house a home
	4.1 Performance	Home must be built to stand the test of time; must offer the owners ROI.
	4.2 Cost	

Section	Outline of Topics	Video Description/Objectives
5. Lifestyles	5.0 Living an “aspiration” lifestyle	Different family sizes and needs; salesperson listens to needs of a family and shows man and woman a paper description, man and wife nod in approval.
	5.1 I am who I am	Individuality makes company’s homes unique and quality driven
	5.2 A more educated consumer	Sales people must be knowledgeable of the home and amenities—people know what they want and are encouraged by others who understand that.
6. Nesting	6.0 Laid-back home entertaining	Kids running through the house, Mom and Dad making holiday cookies, teenager babysitting child; playing game on the floor, Man and woman asleep on the couch with bowl of popcorn
	6.1 A return to real values	Company’s mission to create home with real value. It is the sales person’s responsibility to represent that quality by representing those qualities in the homes they sell.
	7. Entertaining at home	7.0 Eat in Take Out
	7.1 The new gamerooms with games	Image of gameroom with pinball and pool table
	7.2 Entertainment centers	Entertainment center with mixed ground cheering on their favorite football team
	7.3 Formal Dining Rooms	Thanksgiving dinner being served to a table of about 12 people.

Section	Outline of Topics	Video Description/Objectives
8. Exteriors	8.0 Architectural details	Sales person showing outside of home, pointing at moldings and guttering
	8.1 Porches are the new living rooms	Family sitting on porch, some in porch swing, male cooking on barbeque, kids playing with dog
	8.2 Color is the key	Psychology of color; invoking different emotion
	8.3 Individuality	Staging home for a wide variety of interests
9. Details	9.0 Making it mine	Home ownership; couple taking the keys
	9.1 Craftsmanship	More images of craftsmen creating cabinets, laying tile, installing faucets at factory
	9.2 Ties to the past	Items that remind consumers of their past is a great way to invoke emotions
10. Come to your senses	10.0 Come to your senses	Sight, scent, hearing, taste, touch
		Using the senses is a great way to encourage interaction with the customer
		Use carpet and fabric refreshers, bake cookies, cleanliness
11. Textures	11.0 High Touch	Variety of textures give homes depth and warmth
	11.1 Textures vs. Color	
	11.2 Feeling Alive	
12. Embellishments	12.0 Different textures add to the interest of the room	Chose items that will not offend or are considered distasteful
13. Color	13.0 How color affects how we live and feel	Colors evoke emotion: Red: passion/love Blue: relaxation/calming Green: envy/greed
	13.1 Color Forecast	Bright: intensity; pastels: laid back

Section	Outline of Topics	Video Description/Objectives
14. Light	14.0 Windows	Review of company's window types and options available to consumer; safety mechanisms,
	14.1 Window treatments	Window treatments that are available
	14.2 Paint Finishes	How homes are painted; using wallpaper, painting model and using textured brushes and other techniques
	14.3 Reflective Surfaces	Reflective surfaces add additional depth of field.
15. Carpet	15.0 Benefits of carpet 15.1 Carpet trends	Explain differences in carpet choices; company's commitment to quality items.
	15.2 Different carpets in various rooms	Use of carpet in living rooms, dens, and bedrooms. Flooring in kitchen and baths.
	16. Accent Lighting	16.0 Lighting Forecast 16.1 Styles 16.2 Finishes
17. Do-it Yourself	17.0 Do it yourself vs. Buy it yourself	Consumers can purchase furniture or purchase their own. Our design is meant to give a perspective; not a definite arrangement, encourage creativity and discussion of their needs
	17.1 What they want to do?	
	17.2 What they want you to do?	
18. Paint details	18.0 Doors	Show painters in the home and caring for the houses items; principles of selecting the right paint for the surface.
	18.1 Trim	
	18.2 Ceilings	
19. Buy-It Yourself	19.0 Pros and Cons to the Consumer	Buying items on their own is definitely encouraged. When staging a home, be sure to ask questions and get items that match the theme of the room.
	19.1 How to sell to the buyer	

Section	Outline of Topics	Video Description/Objectives
20. The Gathering Room	20.0 Bringing the Family together	Items in gathering room encourages relaxation and comfort.
	20.1 Best use of space	Use items that do not make room look small.
	20.2 Making it functional	Functionality of room is the best selling point.
21. Kitchens	21.0 Appealing to female buyer	Create an environment that is functional and assessable to family. Invoke warmth and familiarity with kitchen.
	21.1 Appealing to the gourmet	
	21.2 Cabinets	
	21.3 Hardware	People gather in the kitchen.
	21.4 Counters	
	21.5 Faucets	
	21.6 Storage	
22. Color and Marketing Trends	22.0 Color Forecast, Our answer	List of do's and don'ts when choosing color. Review of chart.
	22.1 Style Forecast, Our answer	
	22.2 Decorating Lifestyles	
23. Overall Home Decorating Style Preference	23.0 By Age	Design rooms for a wide age bracket and gender needs.
	23.1 By Household Income	
24. Cabinets	24.0 Door Style Trends	Cabinet doors are made of various kinds of wood and textures. Upgrades available.
	24.1 Decorating Hardware	Cabinets are show pieces of the home and kitchen, dinning area.
	24.2 Cabinets as furniture	
25. Storage Is Survival	25.0 Increased popularity for upgraded storage space	Highlight storage in attic area and closet
		Pantry
		Offer suggestions at to what can be stored in those areas
26. Upgraded countertops	26.0 Natural stone and engineered stone	Quality of marbleized countertops; offer a variety of differences
27. Wood finishes	27.0 Darker tones	Quality of darker tones with wood finishes

Section	Outline of Topics	Video Description/Objectives
28. Bedrooms	28.0 Space Planning	Arrange bedrooms to accommodate as much walking room and space as possible.
	28.1 Size	Use pillows and bedding to suggest comfort
		Bring in items that highlight the room, such as accent lighting, bed side tables, entertainment centers and other items.
29. Bathrooms	29.0 Spa Baths	Bathroom is private time.
	29.1 Showers	Quality of plumbing and bathing options are especially high. Pay particular attention to type of plumbing used in the home and fixtures in the room. Stock the room with accent items and towels that accent the paint or wallpaper.
	29.2 Faucets	
	29.3 Cabinetry	
30. Facing Our Future	30.0 The new consumer	Demographics of the new customer
	30.1 Zoning challenges	Review of zoning restrictions
	30.2 Financing Challenges	Highlight financing process, will be covered in later training modules.
31. Urban Infill	31.0 America's new cities	Brief description of America's desire for home ownership. Manufactured housing brings this dream into a reality for many families.
	31.1 Suburban flight	Draw to suburban and rural areas from metropolitan areas.
32. Developments	32.0 New opportunities	"There's always something better"
	32.1 Fitting in	Human psychology is drawn toward fitting in with others.

Section	Outline of Topics	Video Description/Objectives
33. Manufactured Housing Communities	33.0 The future	Manufactured housing communities are becoming more and more self-enclosed and self-maintaining.
		Footage of several manufacturing housing communities that are growing.
34. Second/Vacation Homes	34.0 Benefits of manufactured housing	Manufactured housing offers today's family with options for affordable housing that doesn't involve mundane hotel rooms. Many families are using manufactured homes as time-share ventures in resort towns.
	34.1 Growing market	
	34.2 Appeal to this buyer	
35. What This Means?	35.0 Educating the Consumer	Using this information is vital in order to represent the company.
	35.1 Educating ourselves	Company's commitment to working together to provide the best quality service and materials to the end consumer.
	35.2 Working together	
36. Hiring a Professional Decorator	36.0 Selecting Consultants	Using a professional interior or landscape designer can save both time and money – and keep the homes updated, without the need for Sales Representatives to stay abreast of design trends. Also, using a consultant can result in reciprocal referrals – meaning increased business for both TPT and the consultants!
	36.1 Negotiating prices	
	36.2 Reciprocal referrals	
37. Customization Timelines	37.0 Architectural design	Several very specific steps are involved in the design, manufacture, and delivery of custom homes to customers.
	37.1 Site selection	
	37.2 Site preparation	
	37.3 Permitting	
	37.4 Construction	Additionally, numerous governmental regulations and inspections are required to ensure compliance with local, state, and federal guidelines.
	37.5 Delivery	
	37.6 On-site finishing work	
	37.7 Codes inspection	

Section	Outline of Topics	Video Description/Objectives
38. Conclusion	38.0 Review of style components	Trends vs. Trendy Colors and warmth (feel)
	38.1 Highlight company's quality and commitment to customer service	Quality commitment
	38.2 Always go to your sales manager or facilities manager for questions. Include others in decision making to accommodate differences.	Never wrong to ask questions Get others involved Company's interest in each sale representative

Additional Features

On-Line Help System

Every component of every screen in the training program will have a context-sensitive help option. The help system will be keyword-searchable and will be printable in the form of a user's manual.

System Tools

Each user will login to the training system so it can be customized to the user's needs. An internal database will record the learner's completed modules and bookmark his or her last lesson. The training system will also print reports as needed by Sales Center Managers and others. Upon completion of the training program, the system will print a certificate for each learner.

At this time, the Good to Great Team has not identified any additional features that require description in this Training Proposal document. However, if such features should be necessary, the Good to Great Team will prepare a description of them to incorporate into the final contract document.

Custom Photography Shot List

This list will be generated after individual graphics requirements, described above, are determined. The Custom Photography Shot List will be incorporated into the final contract document.

Custom Video List

This list will be generated after individual video requirements, described above, are determined. The Custom Video List will be incorporated into the final contract document.

Document Design Sign-Off

All parties confirm, by signing below, that they have reviewed the foregoing document and agree to its elements.

Good to Great Team
by

TPT Corporation
by

Name & Title

Name & Title

Date: _____

Date: _____