

# 2015



## AED Resource Guide

Your Source for Continuing Business Education

2015 WEBINARS

2015 SEMINARS

SELF-STUDY COURSES

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## INTRODUCTION

### Associated Equipment Distributors (AED)

Established in 1919, Associated Equipment Distributors (AED) is an international trade association based in Oak Brook, IL. AED represents more than 800 companies involved in the distribution, rental and support of equipment used in construction, mining, forestry, power generation, agriculture and industrial applications.

*Visit us at [www.aednet.org](http://www.aednet.org)*

### The AED Foundation

*Supporting AED Members and the Equipment Industry through Workforce Excellence*

Established in 1991 and directed by AED members, the AED Foundation addresses professional education and workforce development in the industry, including AED Accreditation of diesel-equipment technology college programs. The AED Foundation's mission is to enhance the success of AED member companies through industry-specific workforce development and professional education programs.

The Foundation works on behalf of equipment dealers to attract young people and talented professionals to the construction equipment industry, and to help keep employees' professional skills sharp and effective. The Foundation's "four-front" action plan – called the Four Pillars – includes Image, School Partnership, Recruitment and Professional Education.

*Visit us at [www.aedfoundation.org](http://www.aedfoundation.org)*



### Workforce Development – An Industry Top Priority

The AED Foundation helps member dealers address the shortage of skilled professionals in the construction equipment industry – both entry-level and experienced technicians – through its community-based, school-to-work school partnership strategy. These workforce initiatives involve local task forces across the country, with AED dealers, manufacturers, post-secondary diesel-equipment technology schools, and other stakeholders working closely together.

With a goal to graduate 1,400 qualified students annually from a minimum of 70 AED-accredited technical colleges with diesel-equipment programs, the AED Foundation's image, recruitment initiatives, and school partnership programs show students how the equipment industry and the larger construction industry are attractive career options.

The Foundation's technician recruitment website [www.aedcareers.com](http://www.aedcareers.com) has valuable information for the student who wants to explore dealer technician career opportunities.

And, working in conjunction with AED-accredited colleges, the AED Foundation also confers recognition on secondary or high school technical programs that meet its requirements.

### Workforce Development is Local – Get Involved

Success in equipment industry workforce development depends upon active and collective local efforts. The AED Foundation urges members to participate:

- **Participate in an active AED Local Group**, or be involved in a start-up group. Help create local workforce development plans that might include high school field trips to dealerships, school career days or career fairs, speaking at schools about equipment industry careers, working with school career counselors, and developing mentoring relationships with students.
- **Work with local colleges** that have programs in construction equipment technology. Participate on advisory boards, work with schools on student recruitment issues, provide technical expertise, make equipment available for program use, provide parts and materials for use in courses, help schools develop training aids, and participate in student placement.
- **Work directly with students** via scholarship programs, student loans, mentoring, work study programs, internships, and other student support programs.
- **Help technical colleges** to attain AED Accreditation of their diesel-equipment programs. Work with AED Accredited colleges to move secondary or high school technical programs toward AED Recognition.
- **Invest in the work of the AED Foundation.** Contact Rebecca Lintow at (630) 468-5113 or [rlintow@aednet.org](mailto:rlintow@aednet.org) for information on ways you can support the only non-profit organization that is 100% dedicated to developing and strengthening the workforce for equipment dealerships.



## PROFESSIONAL EDUCATION

### An Industry Opportunity

The AED Foundation encourages each member company to make this *Commitment to Knowledge* promise to its employees:

*“ We believe our company and its employees will benefit from life-long learning. We encourage each individual to obtain a minimum of 40 hours of job-related training each year. In support of this goal, we intend to create an environment where opportunities for education will be identified through the initiatives of individuals, the company and its suppliers. ”*

AED members benefit from industry- and position-specific educational programs in all areas of dealership operations, including people management, branch operations, sales, customer management, parts, service, rental, product support, and finance.

Flexible learning options range from lively seminars and events, to desktop learning via webinars and self-study programs.

AED Manager Certification recognizes industry professionals who complete job-specific training in parts, service, rental, and branch operations.

For more information, or to enroll in the certification program, contact Rebecca Lintow at (630) 468-5113 or [rlintow@aednet.org](mailto:rlintow@aednet.org).

**AED Scoop** - AED Scoop is the weekly AED Foundation e-newsletter. The newsletter provides AED members with information about professional education opportunities such as seminars and webinars coming in the near future. Self-study and manager certification program information is also made available. This publication is a source of news for what is happening in the world of AED Accreditation of college diesel-equipment technology programs, as well as how dealers can become involved with their local technical schools to “grow their own technicians.”

### AED Accreditation for College

**Technical Programs** - The AED Foundation accredits post-secondary colleges that offer associates or baccalaureate degrees in construction diesel-equipment technology. These programs prepare students for careers in repairing and maintaining heavy equipment used in construction, industrial, and agricultural applications.

Colleges can achieve AED Accreditation by meeting rigorous national technical standards as defined by the industry under the auspices of the AED Foundation Technical Training Committee. Each revision of the technical standards is accomplished with broad industry participation from AED member dealers, manufacturers, and AED Accredited colleges. To become accredited, schools must comprehensively prepare students in *all* of the following disciplines:

- Safety & Administrative
- Electrical & Electronics
- Hydraulics & Hydrostatics
- Power Trains
- Diesel Engines
- Air Conditioning & Heating



### The AED Foundation Technical Training Committee

- The mission of the Technical Training Committee is to advise The AED Foundation on school partnership initiatives. Committee members from AED member dealers, manufacturers, and post-secondary colleges with programs in construction equipment/diesel technology work together to advance educational initiatives for the benefit of AED member dealers.

### AED Standards for Construction Equipment Technology

- AED Technical Standards were first introduced to the equipment industry in 1997, and are now in their 8th edition. They are updated every three years through industry task force initiatives staffed by technical experts representing equipment dealers, manufacturers and technical colleges.

The standards are the foundation of the AED Accreditation program for college degree programs in diesel-equipment technology. They present an “industry statement” of what college students should know when they graduate from these programs. The document covers the key areas of: diesel engines, A/C and heating, safety and administration, power trains, electrical/electronics and hydraulics/hydrostatics. This publication is truly “of the industry; for the industry.”

### Dealer Workforce Development Tools

The AED Foundation has developed a number of workforce development tools available at no charge to AED members. These tools can help middle school and high school students learn about career opportunities in our industry, and explore how these opportunities can help them realize their personal goals. Examples include:

- Technician position descriptions
- Technician job interview questions
- Student recruitment brochures
- Career path poster
- Dealer student recruitment guidebook
- Dealer/student internship agreement template
- Dealer student scholarship and/or loan agreement template
- List of AED accredited-recognized schools
- AED national technical standards for post-secondary technical school programs

### Student Recruitment at [aedcareers.com](http://aedcareers.com)

The AED Foundation’s student recruitment website [aedcareers.com](http://aedcareers.com) focuses on equipment technician career opportunities available with AED member dealers. Site visitors can take important steps in exploring this great career opportunity, and learn what it takes to become a successful equipment technician. The website features brochures for download, an informational recruitment video, and contact information for AED Accredited Colleges.

Information is also available regarding student tool purchase programs through Matco Tools, Mac Tools and Snap-On. As part of your local student

recruitment activities, The AED Foundation urges you to use this resource and refer students, parents, school counselors and other career decision influencers to visit [aedcareers.com](http://aedcareers.com).

### **AED Dealer Technical Assessments**

Created specifically to meet the needs of AED members and the equipment industry, AED Technical Assessments are useful in several ways:

- The test can be used **pre-hire** to evaluate the technical knowledge of job applicants.
- It can be used with current employees to determine where **additional training** would be beneficial.
- Its **integrated benchmarking** capability can help you compare your technicians with others using the assessment.

The AED Technical Assessment process is entirely online, from ordering and test-taking, to results reporting. Each company is assigned its own online password-protected Admin Area, where all assessment processes can be conveniently accessed 24/7.

Once test-takers complete the assessment, results are available immediately via the Admin Area, where users can define and request individual or group reports and benchmarking data with easy-to-use “click” options.

The Assessment, available in both English and Spanish, is fully aligned with AED’s “Standards for Construction Equipment Technology,” now in its 8th edition. The 160 questions in the 120-minute timed test are continually updated by industry technical experts representing AED dealers, equipment manufacturers and technical colleges.

The assessment evaluates current and future technicians’ knowledge in the areas of diesel engine, power trains, electric/electronics, A/C and heating, hydraulics/hydrostatics, and safety/administration.

Price: \$50.00 each

### **Get Involved in AED Today!**

Contact AED for more information.



## **Ways to get involved**

**AED Public Policy** - The AED Governmental Affairs department gives you a voice in Washington, DC, and on Parliament Hill in Ottawa. We are working to strengthen markets and improve the business conditions for equipment distributors across North America.

**Manufacturers Advisory Group** - This newly formed cross-section of dedicated manufacturers will meet twice a year to generate ideas with the potential to reinvent and reinvigorate AED’s major events. The Council’s focus is to ensure that AED is delivering value to manufacturer members and providing the best programs and services to support a successful network of dealers, starting with Summit and CONDEX.

**Advocacy Action Group** - The Advocacy Action Group is a group of leading AED members working to advance the equipment industry’s policy agenda by strengthening relationships between distributors and lawmakers.

**AED Washington Fly-In** - AED’s Washington Fly-In is a two-day annual meeting where distributors interface personally with national leaders to be sure their voices are heard.

**AED Canada Public Policy Meeting** - The Ottawa Federal Issues Briefing brings together AED Canadian members and political and business leaders to discuss business and legislative issues.

**AED Legislative Action Week** - Over the course of five days, this effort encourages industry stakeholders to send letters to Congress raising issues and expressing positions on relevant topics to the industry. Participate and make an impact in the industry.

**AED Political Action Committee (PAC)** - The AED Political Action Committee (PAC) allows equipment distributors to speak with a common voice in the political process by helping to elect federal candidates who share the political goals of the equipment industry.

### **AED Dealer 20 Groups** *New group forming in July*

AED 20 Groups provide members with the opportunity to get together periodically with peers for a day and a half to discuss best practices and ways to improve the bottom line.

## AED Accreditation – College Diesel-Equipment Technology Programs

AED Accreditation of diesel-equipment programs is based on rigorous industry-developed AED technical standards. Most programs need dealer involvement to achieve accreditation requirements. The AED Foundation can help you get involved.

**AED Foundation Technical Training Committee** - An advisory committee to the AED Foundation, the Technical Training Committee sponsors projects such as updating AED's national college Technical Standards, and the development of accreditation processes.

## AED Foundation Professional Education Committee

Industry- and position-specific programs are developed for the equipment industry, including seminars, webinars, and self-study courses. Participate in the review of new offerings by industry committee members and ensure the highest quality products reach our members.

**AED Foundation Task Force** - Task force initiative members are industry volunteers. This “of the industry, for the industry” approach ensures both quality and credibility. Recent initiatives include technical assessments and the 2014 AED college technical standards.

**AED Accreditation Evaluation Team Leaders** - Well versed in technical skills and knowledge, Evaluation Team Leaders are industry veterans who assist the AED Foundation with advising and evaluating college diesel-equipment technology programs for AED Accreditation.

## Manager Certification

### Raise the Bar on Management Performance with AED Management Credentials

AED Certified Managers are part of an exclusive class of professionals who have met the rigorous certification standards set forth by AED and the AED Foundation. Achieving Management Certification through AED and the AED Foundation signifies a commitment to superior workplace performance on the part of AED member companies and their individual team members.

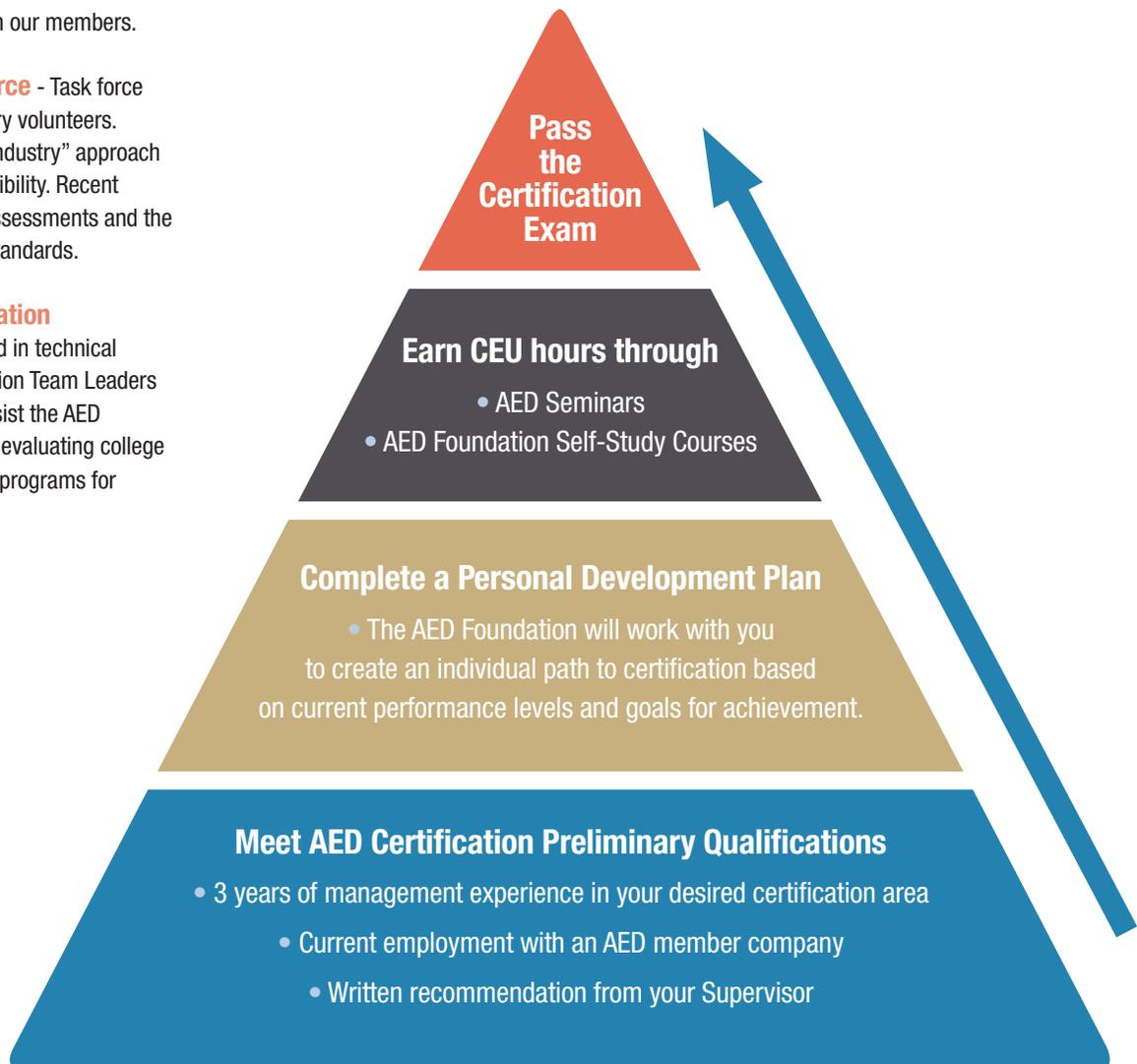
### Rise to the Top of the Industry by Becoming an AED Certified Manager

The AED Foundation's comprehensive management certification programs offer a blended curriculum of leadership and operational coursework to give managers the acuity they need to succeed. Each program offers certification candidates the opportunity to complete learning requirements via seminars, web-based courses, or traditional self-study.

The AED Foundation offers certification in the following areas:

- Branch Operations Management
- Service Management
- Parts Management
- Rental Management

Ready to take your place among the industry's best managers? For more information, contact Rebecca Lintow at (630) 468-5113 or [rlintow@aednet.org](mailto:rlintow@aednet.org).



## AED Management Certifications are Important to Your Company's Success

There's no such thing as a brief explanation on how to manage well. Managing a branch or a department of an equipment dealership requires experience, exposure to ideas, and the ability to apply best practices to manage People, Sales & Customers, Finance, and Operations.

### The "Top Ten" Reasons for AED Certification...

- 1 Enhance your company's credibility and its commitment to customers.
- 2 Offer concrete proof that your managers have had consistent, effective training.
- 3 Show that your Managers understand your expectations and have the knowledge and skills to fulfill them.
- 4 Prevent problems that can occur with employees, customers, financial information or operations.
- 5 Foster a more serious, professional attitude in managers.
- 6 Motivate managers to do well because they can make a difference in your business.
- 7 Provide managers with training in relevant, targeted skills.
- 8 Ensure that your manager's practices are in line with the current trends and industry standards.
- 9 Know the standards by which you can measure performance.
- 10 Give managers a significant accomplishment recognized by the equipment distribution industry.

AED Certifications include Branch Operations Management, Parts Management, Service Management, and Rental Management.

## 2015 WEBINARS

### Customer Service

#### *Working with Upset Customers*

Presented by Barry Himmel

May 21, 10-11am Central

Price: \$95

We have all encountered that upset customer. Right or wrong, we have failed to meet the expectations of that customer. But actually that upset customer is a great opportunity. It is your chance to save that customer and even strengthen your relationships. Join this webinar to learn techniques related to service recovery and satisfying the needs of an upset customer.

#### *Upselling and Turning Features into Benefits*

Presented by Signature Worldwide

October 22, 10am-1pm Central

Price: \$275

*Interactive – limited to 12 participants  
3 hours with a break after every hour*

Those who work the counter are expected to sell. However those who work the counter don't always want or know how to sell! They are more comfortable being 'order-takers.' This interactive webinar will discuss how to turn the many features that your company has into meaningful benefits that will resonate with your customers.

### Financial Management

#### *Industry Financial Updates for CEOs/CFOs*

June 11, 10-11am Central

November 12, 10-11am Central

Price: \$95

Direct to your desk, the AED Foundation delivers webinars presented by industry financial experts to help you understand the latest changes in tax accounting and other financial topics key to running your business. Each topic will address current and future issues to help lead you, the company CEO or CFO, into a successful year.

### Human Resources

#### *Understanding Family and Medical Leave Act (FMLA)*

Presented by Karla Dobbeck

April 9, 10-11am Central

Price: \$95

This webinar will cover all the various aspects of Family and Medical Leave Act. Topics include understanding the basics, what you really need to know about the act, and how it relates to workers compensation.

### Employee Workplace Conduct

Presented by Karla Dobbeck

October 1, 10-11am Central

Price: \$95

In most businesses, employees must meet standards of professional behavior as a condition of employment. These standards help a dealership create a respectful working environment for everyone. This webinar will give you the tools to develop the environment that you want including how to develop a conduct policy.

### Marketing and Prospecting

Presented by Barry Himmel

September 17, 10-11am Central

Price: \$95

Building your customer base is always a challenge. It is often easier to take the safer route by focusing on existing customers; however that is not going to grow your business. In this webinar you will learn the fundamental of prospecting along with the value and power of referral prospecting.

### Beyond Satisfaction Surveys

Presented by Satisfyd

November 5, 10-11am Central

Price: \$95

Improving the complete customer experience requires much more than surveys. This webinar will break down improvement into three key components: data collection and feedback, analysis and reporting with metrics, and professional development for customer facing staff. Presenter will review how to use both employee and customer surveys to obtain feedback to drive the process and achieve results.

### Operations

#### *Avoid the Pitfalls of Running a Family-Owned Business*

Presented by Christine Corelli

April 16, 10-11am Central

Price: \$95

Managing a business is tough, but running a family owned business is even tougher. Internal conflicts, family matters, business concerns, and ownership transition make running the business very complicated and emotionally charged. The causes are usually the same – an inability to separate family from business needs, conflicts of interests, differences of opinion in how the business should be managed, rivalries, and often egos that come into play. This webinar will discuss how to function as a dynamic family-owned business team.

## Risk Management

### **401(k) – “What’s Uncle Sam Up to Now?”**

Presented by Todd Thompson

March 26, 10-11am Central Price: \$95

One of the major challenges for business owners is providing a fair and adequate compensation and benefits package for employees. With changes in laws and regulations there is a tremendous opportunity to review your retirement plans. Learn what you need to know from experts in the field.

### **Understanding Damage Waivers**

Presented by James Waite

May 7, 10-11am Central Price: \$95

This webinar will explore all aspects of the damage waiver: what it is, what you need to be aware of, what steps you need to take, sample introductory and contract language, and more. Includes resources for you to determine whether a damage waiver program is right for you and, if it is, how you should implement it so it is successful for all involved.

## Sales

### **Sales Team Development**

Presented by Don Buttrey

March 12, 10-11:30am Central Price: \$95

If establishing sustainable sales team development is long overdue, attend this workshop and learn the seven components that will make it happen in your dealership. This webinar will expound on essential components to help large or small dealerships entrench a culture of training and practice that will assure continuous improvement and maximized results.

### **Converting Inquires to Sales & Rentals**

Presented by Signature Worldwide

April 2, 10am-1pm Central Price \$275

*Interactive – limited to 12 participants  
3 hours with a break after every hour*

Every inquiry is an opportunity. It is an opportunity to impress and an opportunity to close a sale. It is important to take advantage of that opportunity. This dynamic and interactive webinar provides your inside sales team the why and how of providing exceptional customer service while behind the counter and on the phone. You will gain unique skills and tools that you can use to deliver exceptional customer service that go beyond ‘order-taking’.



### **Sales Professional Negotiation**

Presented by Don Buttrey

May 5, 10-11:30am Central Price: \$95

This webinar shows how professional negotiation skills can help you “win under pressure.” We will expound on fundamental negotiation skills and provide tools and inspiration that will challenge sales professionals to create “both-win” solutions that provide perceived product/distributor value and also protect margins! Included are specific tools and ‘take-aways’ that will make the learning tangible and applicable.

### **Vital Planning Disciplines for Sales Professionals**

Presented by Don Buttrey

October 15, 10-11:30am Central Price: \$95

High levels of business have historically distracted salespeople from proactive activities. Perhaps sellers were responding to quote requests and putting out fires. Now it is time to proactively SELL and be “order makers” – not “order takers”! This powerful webinar will equip sales managers and front-line sales professionals with the direction and proven tools essential for getting these vital planning disciplines accomplished!

## Office Software

### **The Basics of Microsoft Word 2013**

Presented by the Chatfield Group

March 19, 10-11:30am Central Price: \$150

This interactive webinar will include instruction on the basics of creating, formatting, editing, and printing a document using Microsoft Word. Participants will learn how to format text, paragraphs, and entire documents as well as inserting clip art into documents. By the completion of this webinar, participants will have a strong understanding of how to create professionally formatted business documents.

### **Advanced Features of Microsoft Word 2013**

Presented by the Chatfield Group

April 30, 10-11:30am Central Price: \$150

This interactive webinar will include instruction on creating more advanced business documents including invitations, flyers, and newsletters. Participants will learn how to insert pictures and files into a document, insert borders and shading, create WordArt and format a document with columns. By the end of this webinar, participants will be able to create documents containing more advanced Word features.

### **The Basics of Microsoft Excel 2013**

Presented by the Chatfield Group

May 28, 10-11am Central Price: \$100

This interactive webinar will cover the basics of creating and formatting a Microsoft Excel workbook. In addition, participants will also learn how to strategically use formulas and functions for optimum efficiency in tracking important financial or production information. By the end of this webinar participants will be able to create basic workbooks and spreadsheets for organizing and calculating data.

### **The Basics of Microsoft PowerPoint 2013**

Presented by the Chatfield Group

June 4, 10-11:30am Central Price: \$150

This interactive webinar will cover the creation of basic business PowerPoint presentations. Participants will learn about slide themes and layouts; adding, editing, and formatting text; inserting objects including pictures, charts, and spreadsheets; creating slide transitions; and the use of speakers notes. By the end of this webinar participants will be able to create basic, professional presentations using PowerPoint.

## 2015 SEMINARS

Watch for additional seminars that will be added to the 2015 schedule.

### Financial Management

#### *The AED Foundation Financial Symposium*

Memphis, TN • April 23-24

Price: \$895

This industry-specific financial conference is a chance for you to get up close and personal with experienced experts to discuss the financial issues that matter most in today's market. Learn the best practices for accounting and tax preparation, planning and investing, and managing your dealership's financial health. This is the only financial conference specifically designed for equipment distributors. Enjoy in-depth discussions, spirited debates, and an opportunity to get the answers to your burning financial questions.



### Human Resources

#### *HR Boot Camp: Developing Employee Training*

Chicago, IL • May 14-15

Price: Available in March

This workshop will provide dealer human resources personnel the tools and resources to develop a new employee training program. Topics will include creating job descriptions, on-site training, developing career paths and performance management. Upon completion of this conference, attendees will be able to implement a new employee training process in their dealership.

### Leadership

#### *AED Leadership Academy*

Napa, CA • August 25-27

Price: Available in March

The Leadership Academy is designed specifically for the up and coming talent in your dealership. They may be the designated successor or they could be a candidate for a key position in your succession plan. Either way, this conference will help them further develop their leadership style, gain insight into executive operations, and network with other budding distribution professionals.

### Operations

#### *Equipment Dealer Business War Games*

Presented by PriSim Business War Games

Phoenix, AZ • October 7-8

Price: \$895

Register two from the same company for \$795; three or more for \$695

This Dealer War Game event puts the "keys in your hands" through simulation. It's your dealership and you have important decisions to make. Who will you hire, how will you train? Who is your target customer? Can you stock your inventory to sell, price competitively and still make a profit? Can your service department handle the demand? Will your bottom line stand up to the competition? Experience the rush of real competition and learn valuable strategy, financial, and business skills at the same time.

### Sales

#### *The Four Pillars of the Sales Profession*

Presented by Don Buttrey

Dayton, OH • March 3-5 Aug 4-6 Nov 10-12

Price: \$945

This seminar is tailored specifically to the construction equipment distributor. Don Buttrey leads participants through high-energy discussions, workshops, and role plays focusing on relationship and people skills, communication best practices, and selling customers on benefits and value versus price. Upon conclusion, participants will be able to define "value-added services," identify the value-added services of their dealerships, and use the value-added services to attract new customers, maintain existing customers, explain the SELL process and apply the SELL process to target accounts to achieve sales goals.



#### *Professional Negotiation*

Presented by Don Buttrey

Dayton, OH • September 9-10

Price: \$760

Developed specifically for sale professionals, this intensive course provides proven strategies and tactical skills to help sales professionals win under pressure! Attend this course to gain fundamental skills and tools for improved interaction which will lead to maximized results from every sales call. Participants will learn how to utilize a tactical pre-call planning tool, defensive methodology and gain hands-on practice and skill.

## 2015 EVENTS

#### *AED Executive Forum*

Schaumburg, IL • September 23-25

Price: Available in March

AED Executive Forum is an intense 2-day conference for executives and senior-level managers, focusing on current industry trends and the latest issues facing the heavy equipment industry. Gain insights to help you succeed and maximize your profit opportunities.

#### *AED Washington Fly-In*

June 3-4

Price: Available in March

AED's Washington Fly-In is a 2-day annual meeting where distributors interface personally with national leaders to be sure their voices are heard.

#### *AED Canada Public Policy Meeting*

October 29

Price: Available in March

The Ottawa Federal Issues Briefing brings together AED Canadian members and political and business leaders to discuss business and legislative issues.

## 2015 SELF-STUDY COURSES

*Self-Study courses are designed specifically for the construction equipment industry. CEUs help students earn AED Manager Certification. All Self-Study courses are available to rent on a "per student" basis for a 30-day period at \$295. At the end of the 30 days, simply return the materials to the AED Foundation.*

### People Management

#### **People Management 101 – Planning**

Learn to work smarter, not harder. Managers who complete this course will master the tasks of setting and measuring organizational goals and inspiring team members to achieve through adopting the keys to successful leadership: vision, communication, integrity, realism, and passion.

Participants will examine effective time management practices including prioritization, appropriate delegation, and time ownership as well as how to appropriately use humor in the workplace to build bridges and relieve stress.

**Improve Performance in 4 to 6 hours**

**CEUs: 0.6**

**30-day Rental: \$295**

#### **People Management 102 – Organizing**

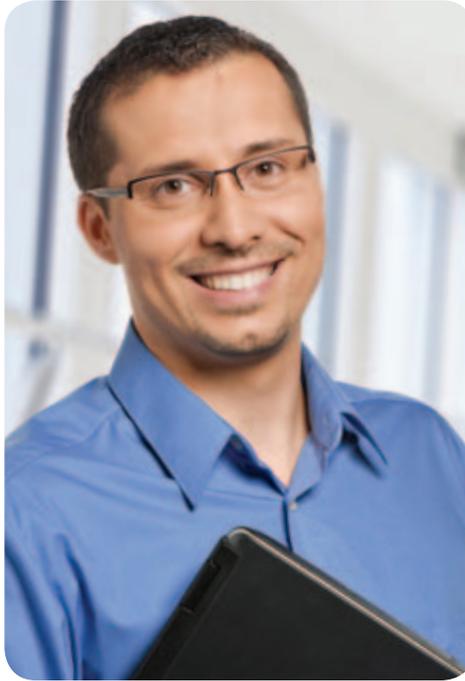
Recruit the best! Invest in the future of your dealership by finding and retaining quality people. Not only will you sharpen your recruiting tactics, you'll learn the most effective interviewing practices to ensure that you select capable employees who are committed to your company.

Additionally, protect your business by learning how to ensure compliance with meaningful employment laws concerning sexual harassment, discrimination, hiring and firing, liability and compensation issues.

**Improve Performance in 4 to 6 hours**

**CEUs: 0.6**

**30-day Rental: \$295**



#### **People Management 103 – Directing**

Motivate and empower even the newest generation of employees and inspire their loyalty! Learn the latest approach to giving performance feedback, bringing employees together as a team, and recognizing the achievements of all. Not looking forward to performance evaluations? With this course, you will be able to ensure a positive performance review experience regardless of the circumstances.

**Improve Performance in 4 to 6 hours**

**CEUs: 0.6**

**30-day Rental: \$295**

#### **People Management 104 – Improving**

Take your coaching skills to the next level and solve even the most difficult workplace problems. Draw upon the concepts of Emotional Intelligence to help your team members create and strengthen productive working relationships and increase their performance potential. Finally, master the art of effectively managing transitions and avoid performance plateaus by challenging conventional thinking.

**Improve Performance in 4 to 6 hours**

**CEUs: 0.6**

**30-day Rental: \$295**

### Financial Management

#### **Financial Management 101: Business Finance for Non-Financial Managers**

This straightforward yet sophisticated course is designed for the "non-financial" manager. It will introduce the fundamental elements of accounting and business finance in the context of the distributorship environment. Our interactive course gives participants a foundational introduction to basic accounting and finance terms, practices, and methods. Using AED's Cost of Doing Business Report as a model, this course will also teach learners how to read, interpret, and understand the three major financial statements a dealership uses to tell its story: the balance sheet, income statement, and cash flow statement.

**Improve Performance in 6 to 8 hours**

**CEUs: 0.8**

**30-Day Rental: \$295**



#### **Financial Management 102 – Introduction to Ratio Analysis for Non-Financial Managers**

This industry-specific course offers ratio analysis instruction in the context of the equipment industry. Review the major features of common financial statements and how to use ratio analysis as a method for interpreting financial statements. Get familiar with the concepts of liquidity, solvency and how to calculate and interpret the ratios which illustrate a dealership's ability to drive profit and effectively use assets. Understand the importance of absorption factor in measuring dealership financial health and how to calculate and interpret it.

**Improve Performance in 6 to 8 hours**

**CEUs: 0.8**

**30-Day Rental: \$295**

## Sales & Customer Management

### *Sales & Customer Management 101 – Planning & Organizing*

Help team members at every level improve their relationships with customers. The course focuses on developing basic marketing skills to ensure participants are able to define and sell to specific markets. Your team members will demonstrate superior customer-management skills and implement programs that will boost your bottom-line.

Improve Performance in 4 to 6 hours  
CEUs: 0.6  
30-day Rental: \$295

### *Sales & Customer Management 102 – Directing*

Empower your service and support professionals to make genuine connections with their customers and help them to develop essential sales techniques. They'll work towards overcoming their initial resistance to making sales calls, and even develop ways to resolve customer problems and complaints while maintaining their loyalty. Upon completion, participants will be able to better determine the needs of potential customers, develop trust and rapport with current customers, and improve their overall sales strategy for closing the sale.

Improve Performance in 4 to 6 hours  
CEUs: 0.6  
30-day Rental: \$295

### *Sales & Customer Management 103 – Improving*

Designed with the sales manager in mind, this course examines what it takes to manage a sales team effectively. In addition to defining a proven S.A.L.E. process, this course will help sales managers develop practical ways to inspire and coach their sales professionals to deliver the best results. Sales managers will also gain techniques for recruiting and interviewing potential sales people using tactics to uncover past behaviors, work strategies, and selling skills to predict future selling success.

Improve Performance in 4 to 6 hours  
CEUs: 0.6  
30-day Rental: \$295

## Own or Rent – The Choice is YOURS!

Parts, Service & Rental Management Self-Study courses are also available on a group purchase basis, which allows your organization exclusive unlimited usage of the materials for \$1,195.

### Parts & Service Management

*Each module of the Parts & Service series features comprehensive instruction by Ron Slee, of R.J. Slee & Associates, who has been helping dealerships across the United States, Canada, and Europe for more than 15 years. The course manual contains worksheets, tools and articles to enable parts and service managers to improve company operational processes.*

#### *Parts Management 101 – Parts Management*

The Parts Management Course shows participants how to use six key “parts” operating standards, record and communicate policies, manage inventory to improve customer service, and build a presence for telephone selling. Upon completion of this course, participants will be able to better plan for and measure their department performance, develop and implement policies that facilitate good business practices, plan and manage parts inventories that maximize customer benefits, and enhance overall sales efforts.

Improve Performance in 8 hours CEUs: 0.8  
30-day Rental: \$295 Group Purchase: \$1,195

#### *Parts Management 201 – Advanced Parts Management*

Participants will learn how to better manage parts assets, segment customers, develop strategies for each segment and define parts objectives and strategies for obtaining targeted outcomes in this course. Upon completion, your managers will be able to improve turns, cash flow and customer satisfaction as well as understand how to better allocate selling time to penetrate more and better accounts.

Improve Performance in 8 hours  
CEUs: 0.8  
30-day Rental: \$295 Group Purchase: \$1,195

#### *Service Management 101 – Service Management*

This course shows participants how to use key operating standards, develop and implement effective department policies, manage service department resources to improve customer service and more effectively sell heavy equipment service. Upon completion, participants will be able to better plan and measure service department operations, develop policies, and target department resources to increase customer satisfaction and increase service sales levels.

Improve Performance in 8 hours  
CEUs: 0.8  
30-day Rental: \$295 Group Purchase: \$1,195

#### *Service Management 201 – Advanced Service Management*

Using four specific areas of measurement and activity-based management, this course teaches asset management, successful flat rating and service objectives. Participants will be able to better manage work in process, turns and cash flow as well as improve customer satisfaction, service recovery and backlogs by implementing flat rating.

Improve Performance in 8 hours  
CEUs: 0.8  
30-day Rental: \$295 Group Purchase: \$1,195



## Rental Management

*Each module of the Rental Management series features comprehensive instruction by Travis Burch, former CEO of Burch-Lowe Inc. The course manual contains worksheets, tools and articles to enable rental managers to improve company rental operations.*

### **Rental Management 101 – Building a Business Strategy**

This course teaches participants how to build and/or maintain a rent-to-rent business strategy. Upon completion, participants will be able to determine their potential for success in the rental industry based on their knowledge of the rent-to-rent approach, a SWOT analysis of the market, operational set-up, and performance metrics.

Improve Performance in 4 to 6 hours  
CEUs: 0.6  
30-day Rental Investment: \$295  
Group Purchase: \$1,195

### **Rental Management 201 – Marketing & Fleet Management**

This course teaches successful strategies for rental marketing and fleet management. Upon completion, participants will be able to establish fleet mix and rates, establish a core process for managing fleet assets based on utilization, and understand market trends and return on assets.

Improve Performance in 4 to 6 hours  
CEUs: 0.6  
30-day Rental: \$295  
Group Purchase: \$1,195



### **Rental Management 202 – Selling & Sales Personnel**

Build and increase utilization of your rental fleet! This course develops selling strategies and skills for managing your sales force. Participants will be able to improve their management and motivational skills enabling sales personnel to achieve team goals. They'll also learn what systems should be implemented to safeguard and manage the investment in your fleet.

Improve Performance in 6 to 8 hours  
CEUs: 0.8  
30-day Rental: \$295  
Group Purchase: \$1,195



### **Rental Management 203 – Operations & Personnel Management**

Improve your operations management through the rental transaction with this online course. Upon completion, participants will be able to implement proven systems to successfully manage repair expenses, warranty reimbursement, and damage recovery.

They'll develop the important qualities and skills needed to manage and build your company's rental culture and learn what qualities to look for and where to find potential rental personnel.

Improve Performance in 6 to 8 hours  
CEUs: 0.8  
30-day Rental: \$295  
Group Purchase: \$1,195

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## AED Resource Guide

Your Source for Continuing Business Education

**Associated Equipment Distributors (AED)** is an international trade association representing companies involved in the distribution, rental and support of equipment used in construction, mining, forestry, power generation, agriculture and industrial applications.



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