



# RUSKIN®

## ARCHITECTURAL TRAINING

To: Ruskin Rep Principals

From: Sheryl Liddle

Date: July 20, 2012

Subject: Ruskin University Architectural Sales Training

### Project Management – Best Practices

- Prevent On-site Problems
- Contractor-friendly Scheduling, Tagging, & Deliveries
- Planning & Executing Successful On-site Visits
- Equipment Screens – Keep it Simple
- Pre-Purchase Material Authorization

### Outsmart Others,

#### Up-Sell with Standard & Non-Standard Options

- Holes in Non-Std Clip Angles, Horizontal Supports, Continuous Blade & Mullion Options, Heavy-Duty Blades – is there a Benefit?, Doors & Removable Section Access, Installation Options – Select the Best, Notching/Penetrations, Stretching vs. Segmenting – Curved Options
- ECOcoat – Green is Great
- Warranties – Industry Best
- Specifying for a Ruskin Advantage
- High-Velocity/Impact Louvers – Not Just for Florida

### New Products!

- XP500 vs. XP500S
- EME545D, EME737, EME420DD, EME220DD
- CD550
- Redesigned ELF6350DMP
- Sunshade Blade Styles
- One-Off Jobs – Ruskin's Capabilities to Solve your Customer's Unique Requirements

## TOPICS COVERED:

### Submittals – Exceeding Expectations!

- What we Need From You – Being Prepared
- Using QuickDraw to your Advantage
- Breaking Down Submittal – No Surprise Lead Times
- Revit – We have it

### Roundtable Discussion – You Make the Call!

- New Products: Light Shelves, Wind-Driven Rain Operable Louvers, Roof Hatches, Fence Systems
- Selling Tools: YouTube, New Literature, Installation Videos
- Competition: What are our Challenges? What are our Expectations for the Future?
- Submittals: Schedules, Tagging, Detail Layout Expectations
- Installation: Wins & Woes

### Sun Control /Trellis – Are you Selling It?

- How it Benefits the Building
- New Tools to Assist in Selling and Specifying
- LEED – What you Really Need to Know
- NOMMA Welding – When to Offer

### Selling Tools!

- Social Media, AIA Cont Ed, LEADS, Revit Design Tool
- Ruskin Take-Off Service

*RUSKIN UNIVERSITY* will be in session in Kansas City on September 10-11, 2012. This sales training is for principals and advanced sales personnel within your organization. Space will be limited to no more than 30 people per session, so please get your reservations in as soon as possible.

Where: Kansas City – Ruskin Home Office

When: September 10-11, 2012

How: Airfare/Car Rental/Incidentals - Paid by Rep

Hotel: InterContinental on the Plaza\*

Fill out the attached registration form and send to [sliddle@ruskin.com](mailto:sliddle@ruskin.com) or fax it to 816-763-8102. Please send in your registration no later than August 10, 2012. Get your request in early; there is a 30 person limit!

\* Sunday and Monday night - paid for by *RUSKIN* Hotel rooms include free internet **Note: Room rate on Friday and Saturday evening is \$134.00 (includes in-room internet) and would be the responsibility of the representative.**

# Day 1



# Day 2



\* Please schedule your flight no earlier than 4:30pm on Tuesday. If you need to leave Kansas City before 4:30pm, please plan to rent a car. RUSKIN provides transportation from the hotel to RUSKIN each day and to the airport from RUSKIN on Tuesday.

Coffee, juice and snacks are provided throughout the training.

*RUSKIN UNIVERSITY*  
*Architectural Sales Training*  
*September 10-11, 2012*  
*Kansas City, MO*

Date: \_\_\_\_\_ (please print)

Name: \_\_\_\_\_

Rep Office: \_\_\_\_\_

Location: \_\_\_\_\_

Email Address: \_\_\_\_\_

I will need a hotel room checking in on \_\_\_\_\_ and checking out on \_\_\_\_\_.

\_\_\_\_\_ Non-Smoking Room

\_\_\_\_\_ Smoking Room

\_\_\_\_\_ No Preference

Single Room \_\_\_\_\_ Double Room \_\_\_\_\_

\*My flight plans are as follows:

_____	Arrival Date & Time
_____	Airline & Flight #
_____	Departure Date & Time
_____	Airline & Flight #

\_\_\_\_\_ I will be driving and plan to reach Kansas City

\_\_\_\_\_  
(Arrival Date & Time)

\_\_\_\_\_ I will be renting a car when I arrive in Kansas City.

Please email or fax this information to Sheryl Liddle, [sliddle@ruskin.com](mailto:sliddle@ruskin.com), (f)816-763-8102 by  
August 10, 2012.

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