

“The most complete and dynamic educational program our industry has ever offered”

NOW AVAILABLE



on CD ROM!

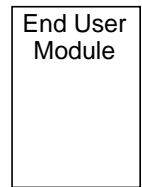
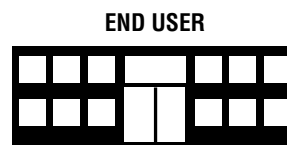
College of Knowledge



Knowledge

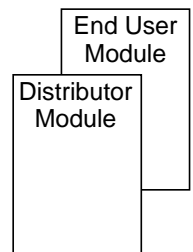
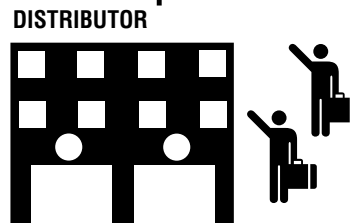
THE END USER

- Product
- Product Application Knowledge
- Procedures



THE DISTRIBUTOR SALESPERSON

- Market
- Issues
- Product Knowledge
- Needs / Concerns
- Application Knowledge
- Procedures

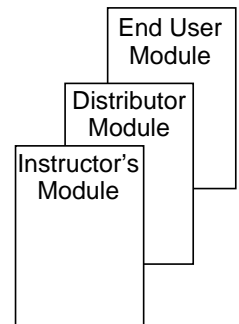


THE MANUFACTURER REPRESENTATIVE

- Train the Trainer
- Accumulation of Understanding
- Expert



MANUFACTURER REPRESENTATIVE



CHEMICAL MANUFACTURER

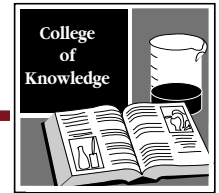


“The Next Level” in Cleaning and Maintenance.

Canberra Corporation

3610 Holland-Sylvania Rd., • Toledo, Ohio 43615 • (419) 841-6616 • FAX (419) 841-7597

Visit Our Web Site WWW.CANBERRACORP.COM/



Canberra Corporation Announces

Canberra College of Knowledge

The industry's most complete and dynamic training and educational program...

Picking up where most educational programs leave off, Canberra has supplied the industry with the first **tri-module** educational approach. Canberra offers an **Instructor's Module** in which the trainer is trained and given an accumulative understanding of the presentation and educational seminar techniques, as well as knowledge of all that is needed for the additional two modules:

The Distributor Module is a complete reference guide and training binder for the distributor salesperson and includes several fields of study:

- Value Added Selling
- Health Care
- Amusement Parks
- Personal Hygiene
- Rules and Regulations
- Schools and Universities
- Floor Care
- Movie Theatre
- Carpet Care
- Hotels and Lodging
- Industrial Science
- Supermarket
- Restroom Care
- Food Service

The Distributor Module is a complete understanding of the market, the individuals within the market, their contemporary needs/issues and product application knowledge. Market trends are also identified and explained.

The third module is the **End User Module**. This module offers a complete training approach based on procedural education, as well as background information which allows the end user to understand why specific products are used in certain areas and applications. The end user module is a pre-bound, private brandable preprinted in-service seminar which the distributor presents to their customer. This training program has been accepted and approved by **IEHA** for continuing educational credits.

A complete battery of IEHA certified testing is also available from Canberra. Upon a passing grade of 90% or better on the final exam, Canberra distributor personell can achieve **CCSP** (Certified Chemical Sales Professional) status and proudly indicate so on their business cards.

Ask your manufacturer's representative or regional manager for details.

Recommended 90 Day Program of Implementation per Seminar Topic (Repeat As Needed)

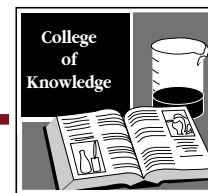
- | | |
|--|---|
| Day 1: Product Sales Meeting | Day 60: College of Knowledge Seminar |
| Day 30: Assignment Collection Meeting | 1. Class Room |
| 1. Top 10 Targets | 2. Hands-On Location |
| 2. Top 10 Objections | Day 90: Case Study Session |

College of Knowledge Qualification Guide

- Carpet Care** 5 each Carpet Care (1100 series) products
- Floor Care** 7 each Floor Care (700 & 1000 series) products
- Restroom** 8 each Restroom/Specialty/Skin Care/Aerosol (300, 400, 500, 600 & 1200 series) products
- Personal Hygiene** 5 each (500 series) products, 3 each (5000 series) products



College of Knowledge Qualification Guide



Supermarket - *Any 3 of the following qualify

- 3 - Restroom (300 series) products
- 3 - Specialty (400 & 600 series) products
- 3 - Floor Care (700 & 1000 series) products
- 3 - Degreasing & Sanitizing (803, 903, 904, 911) products**
- 3 - Skin Care (500 series) products
- 3 - Aerosol (1200 series) products

Health Care - *Any 4 of the following qualify

- 3 Skin Care (500 series) products
- 3 Restroom (300 series) products
- 3 Floor Care (700 & 1000 series) products**
- 3 Specialty (400 + 600 series) products
- 3 Disinfectant (800 series) products**
- 3 Carpet Care (1100 series) products
- 6 Antibiotic Resistant Disinfectant Program (8000 series) products
- 4 Aerosol (1200 series) products

Schools & Universities - *Any 5 of the following qualify

- 3 - Restroom (300 series) products
- 3 - Specialty (400 + 600 series) products
- 3 - Skin Care (500 series) products
- 3 - Floor Care (700 & 1000 series) products
- 3 - Disinfectant (800 series) products
- 3 - Carpet Care (1100 series) products
- 3 - Aerosol (1200 series) products
- 814 SRU, SRK, SRKD (800 series)**

Food Service - *Any 3 of the following qualify

- 3 - Restroom (300 series) products
- 3 - Specialty (400 & 600 series) products
- 3 - Floor Care (700 & 1000 series) products
- 3 - Degreasing & Sanitizing (803, 903, 904, 911) products**
- 3 - Skin Care (500 series) products
- 3 - Aerosol (1200 series) products

Industrial - *Any 4 of the following qualify

- 3 - Restroom (300 series) products
- 3 - Industrial (900 series) products**
- 3 - Floor Care (700 & 1000 series) products**
- 3 - Disinfectant (800 series) products
- 3 - Carpet Care (1100 series) products
- 3 - Skin Care (500 series) products
- 3 - Aerosol Products (1200 series)

Amusement Parks - *Any 4 of the following qualify

- 3 - Restroom (300 series) products**
- 3 - Industrial (900 series) products**
- 3 - Floor Care (700 & 1000 series) products
- 3 - Disinfectant (800 series) products
- 3 - Carpet Care (1100 series) products
- 3 - Skin Care (500 series) products
- 3 - Aerosol (1200 series) products



Movie Theatre - *Any 4 of the following qualify

- 3 - Restroom (300 series) products**
- 3 - Industrial (900 series) products**
- 3 - Floor Care (700 & 1000 series) products
- 3 - Disinfectant (800 series) products
- 3 - Carpet Care (1100 series) products
- 3 - Skin Care (500 series) products
- 3 - Aerosol (1200 series) products

Hotels & Lodging - *Any 4 of the following qualify

- 3 - Restroom (300 series) products**
- 3 - Floor Care (700 & 1000 series) products
- 3 - Carpet Care (1100 series) products
- 3 - Specialty (400 & 600 series) products
- 3 - Skin Care (500 series) products
- 3 - Disinfectant (800 series) products

Rules & Regulations

- Any 2 programs or 10 products total

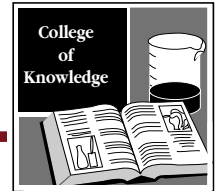
Value Added Selling

- Any 2 programs or 10 products total

* Appropriate Maxi-Blend chemicals apply – Ex: one Maxi-Blend product (2010) = one of 3 Degreasing products (900 series)

** This series of product is mandatory

Movie Theatre and Child Care Facilities Coming Soon!



College of Knowledge Order Form

Today's Date _____ P.O.# _____ Date of Meeting _____

Canberra Representative Name: _____

Customer Name: _____

IEHA paperwork required Y / N

Supplies Required from Canberra: _____

	5.00 ea.	18.00 ea.	10.00 ea.	10.00 ea.	12.00 ea.	125.00	
CATEGORY	Quantity – 3 Ring Binder w/ cover sheet	Quantity – Trainers – Module	Quantity – Distributor Module	Quantity – End User Module	Quantity – Overhead Package	Seminar Base Cost	TOTAL COST
CARPET CARE							
FLOOR CARE							
SUPERMARKET							
HEALTH CARE							
INDUSTRIAL SCIENCE							
RULES & REGULATIONS							
VALUE ADDED SELLING							
FOOD SERVICE							
RESTROOM CARE							
SCHOOLS & UNIV.							
AMUSEMENT PARKS							
HOTELS & LODGING							
PERSONAL HYGIENE							
MOVIE THEATRE							
THE NEXT LEVEL CD	Contact your Canberra Manufacturer's Representative						
	GRAND TOTAL						

* All seminars available on CD-ROM

VIDEOS

- Carpet Care Video Binder
 Floor Care Video Binder
 Maxi-Blend Video
 Restroom Video (CD only)

College of Knowledge Required Customer Qualifications

- Must stock product mix - outlined in College of Knowledge Qualification Guide
- All invoices paid in timely fashion
- Must allow adequate time to complete seminar
- IEHA credits available if proper paperwork completed 2 weeks prior to end user seminar
- Distributor to supply "Hands-on" equipment if meeting not held in Toledo, Ohio
- College of Knowledge registration form must be completed and received by Canberra Corporation 60 days in advance (minimum) of the seminar

X _____
(Signature)

I hereby commit to the above requirements in order to participate and benefit from the most complete and dynamic training and education program our industry has ever offered.