

2015  
SALES and TECHNICAL  
..... *Training Program*



# Welcome to Blue Giant University

Maximize your sales and increase customer satisfaction by learning how to sell and service Blue Giant loading dock equipment – directly from the Blue Giant team.

BGU offers registrants a thorough education in everything necessary to attract customers and satisfy them on an ongoing basis. Both the Sales and Technical Training Programs integrate classroom study with equipment demonstrations and hands-on product applications.

The **Sales Training Program** is an intensive immersion in the concepts and methods that develop stronger, more profitable customer relationships. Topics include the features and benefits of Blue Giant dock products, competitor analysis and accurately determining site-specific requirements.

The **Technical Training Program** provides hands-on instruction in servicing Blue Giant dock equipment. The program develops proficiency in equipment installation and operation as well as troubleshooting and preventative maintenance. There is also in-depth training on the Blue Genius™ and Master Control Panel.

Let the Blue Giant experts give you the tools you need to get the sales and service success you want.



# Sales and Technical Training Programs

## Sales Training Program \*

APP101	Application Review ❖
CON101	Controls Review
RES101	Vehicle Restraint Review
DOK101	Dock Leveler Review
SEA101	Seals and Shelters Review
SCI101	Scissor Dock Review
FAN101	HVLS Fan Review
ARC101	Architectural Specification and Submittal
AFT101	Aftermarket Review

## Benefits of Sales Training Program

- Increase margin
- Boost employee confidence with loading dock sales
- Escalate new customer acquisition
- Become a solution provider for all customers
- Expand sub-distribution income channels
- Enhance loading dock and safety awareness
- Improve revenue within aftermarket channel

**DURATION OF PROGRAM: 4.5 DAYS**

**Southeastern Training Facility:** Greensboro, NC

**West Coast Training Facility:** Kent, WA

**Instructors:** Gerard Biasutto, Kevin Coughlin

## Technical Training Program \*

BTT001	Documentation Usage
BTT101	Dock Equipment Installation and Operation
BTT201	Troubleshooting and Preventative Maintenance
BTT301	Advanced Troubleshooting for the Blue Genius™
BTT302	Blue Genius™ Platinum Series Master Control Panel

## Benefits of Technical Training Program

- Reduce installation times
- Increase troubleshooting efficiency
- Enhance safe loading dock service practices
- Less workplace injuries from loading dock accidents
- One call service resolution
- Decrease service calls due to incorrect applications and installation
- Properly diagnose warranty situations

**DURATION OF PROGRAM: 3 DAYS**

**Southeastern Training Facility:** Greensboro, NC

**West Coast Training Facility:** Kent, WA

**Instructors:** Gerard Biasutto, John Simon

Programs subject to change without notice.  
Please visit [www.bluegiant.com](http://www.bluegiant.com) for current program and course lists.

\* Diploma requires completion of all certificates | \* Certificate = individual programs | ❖ Prerequisite

# About Blue Giant Equipment Corporation

Blue Giant is a global leader in the development, manufacture and distribution of loading dock systems and material handling equipment, including dock levelers, ground-level lifts, vehicle restraints, touch controls, dock and door guards, door seals and shelters, and HVLS fans.

## How to Register:



### Online

[www.bluegiant.com](http://www.bluegiant.com)



### Mail

Mail completed registration form to:

Blue Giant Equipment Corporation – Blue Giant University  
85 Heart Lake Road South  
Brampton, Ontario, Canada L6W 3K2

## For more information:

Please contact [bgu@bluegiant.com](mailto:bgu@bluegiant.com).