

RUSKIN®

GO GREEN  GO RUSKIN

ADVANCED SALES TRAINING

**REMINDER
DEADLINE - OCT. 8**



TO: *RUSKIN* REP PRINCIPALS
FROM: Sheryl Liddle
DATE: September 27, 2010
SUBJECT: *RUSKIN UNIVERSITY* Advanced Sales Training

Join us in Kansas City for Advanced Sales Training at Ruskin University. This session is ideal for experienced sales persons from your organization. We will focus on how to differentiate Ruskin versus your competitors in today's volatile economy.

We will also share some 2011 market data for different regions and let us tell you how Ruskin is better suited than any of our competitor's on how to grab that winning edge.

1. Advanced Fire & Smoke Damper Concepts
 - a. FSD accessories and their applications in various life safety systems.
 - b. Gaps to exploit in competitor's offerings.
 - c. Differentiating with Ruskin Labor Savers.
 - d. **RUSKIN** Validator – The only "Smart" FSD in the market.
2. Damper Applications and Case Studies
 - a. Commercial and Industrial Case Studies.
 - b. Tunnel Ventilation Projects.
 - c. Nuclear Opportunities.
3. Energy Recovery Ventilators and Air Doors
 - a. The expanding EnERVent product line including new controls and CO₂ demand control ventilation.
 - b. Ruskin spec stoppers!
 - c. New Industrial Air Doors
4. Advanced IAQ/Air Monitoring and Control Applications
 - a. Damper/Monitor Sizing for Different Applications
 - b. White Paper Discussion of Demand Control Ventilation
 - c. ASHRAE 189 and Its Impact on Building Design
 - d. How to Make LEED Work for You

5. Louvers, Penthouses and Architectural Products
 - a. Wind Driven Rain and AMCA Certification
 - b. Missile Impact Requirements along coastal areas
 - c. Louver Sizing and Selection through LEADS
 - d. Key Model Competitive Analysis
6. We will also conduct a tour of **RUSKIN's** Research and Development Laboratory and witness live testing of **RUSKIN** products.

Please review this in your next sales meeting and determine whom you would like to send. Space will be limited to **no more than** 30 people per session, so please get your reservations in as soon as possible.

Ideal candidates for this training would be seasoned sales people within your organization.

- Who: Seasoned Sales People
- What: New and Updated Product Information
- When: October 25-26, 2010
- Where: Kansas City - **RUSKIN** HQ
- How: Airfare/Car Rental/Incidentals - paid by Rep
- Hotel: Sunday and Monday night - paid for by **RUSKIN***
InterContinental Hotel on the Country Club Plaza

* Room rate on Friday and Saturday evening is \$129.00 and would be the responsibility of the representative.

Advanced Sales Training Agenda October 25-26, 2010

Monday

		Breakfast On Your Own
7:45	AM	Board bus for RUSKIN Worldwide Headquarters
8:15	- 8:45	Introduction
8:45	- 9:45	VIPnet and Customer Service
9:45	- 10:30	Advanced IAQ & Air Monitoring Control Applications
10:30	- 10:45	Break
10:45	- 12:30 PM	Advanced IAQ & Air Monitoring Control Applications (cont.)
12:30	- 1:00	Lunch
1:00	- 1:30	R&D Lab Tour and Live Test
1:30	- 3:00	Damper Applications and Case Studies
3:00	- 3:15	Break
3:15	- 4:00	Damper Applications and Case Studies (cont.)
4:00	- 5:15	ERV's and Air Doors
5:15		Board bus for return to the hotel – Evening on your own

Tuesday

		Breakfast On Your Own
7:45	AM	Board bus for RUSKIN Worldwide Headquarters
8:15	- 9:15	Louvers, Penthouses and Architectural Products
9:15	- 9:30	Break
9:30	- 10:30	Louvers, Penthouses and Architectural Products (cont.)
10:30	- 11:30	Advanced Fire & Smoke Damper Concepts
11:30	- 12:00 PM	Lunch
12:00	- 1:30	Advanced Fire & Smoke Damper Concepts (cont.)
1:30	- 1:45	Wrap Up Day 2
1:45		Departure for Airport* or Evening on your own

Coffee, juice and snacks are provided throughout the training.



RUSKIN UNIVERSITY
Advanced Sales Training
Kansas City, MO
October 25-26, 2010

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 fax this information to Sheryl Liddle
@ 816-763-8102 by Friday, October 8, 2010**

***Please schedule your flight no earlier than 3:30pm on Tuesday. If you need to leave Kansas City before 3:30pm, please plan to rent a car. RUSKIN provides transportation from the hotel to RUSKIN each day and to the airport from RUSKIN on Tuesday.**