



*“Information That Works!”*

*Grow with help from the industry’s top experts.*

# CONTRACT TRAINING CONFERENCE

**CHICAGO, MARCH 10-12, 2015**



# Contract Training Conference

## March 10 (pre-conference day) – 12, 2015, Chicago

Whether you call it contract, customized, corporate training/education, or even solutions selling – serving business and industry with customized educational products and services is a mainstay of most continuing education programs. Contract training is the most profitable and most cutting-edge continuing education program unit. A successful contract training unit generates visibility, new teaching and learning techniques, partnerships, new programming and much more.

Running a successful contract training unit can be challenging, especially during tough economic times. Businesses, government agencies and local organizations have downsized and training dollars have been cut. Clients are more demanding than ever and are requiring a strong return on investment. Staff efficiency is mission-critical since most contract training units are either part of a continuing education program, or have less than five staff members.

Efficiencies are critical to ensure high staff productivity. Contract training has shifted from an emphasis on training to a more broad emphasis on providing solutions, and solution selling requires a new skill set. The Contract Training Conference has been designed to give you the skill set necessary to increase sales, improve productivity and ensure financial self-sufficiency.

### Why You Should Attend

The Contract Training Conference is designed to give you the strategies, techniques and tips you need to lead your contract training unit through the second decade of the 21st century. The information will be practical and proven, and you can implement what you learn immediately. Only LERN tracks the best practices of winning contract training units, and now you have access to contract training best practices, and ONLY contract training best practices, at one conference!

### Who Should Attend

Whether you are the CEO/Director of a continuing education program or contract training unit, a salesperson, a product developer, or an operations professional, the Contract Training Conference is for you.

### Outcomes

After attending the Contract Training Conference, you will have the information and best practices to:

- Prove to your central administration

why contract training is critical and must be allowed to follow a different set of rules.

- Shift your contract training unit from selling training to selling solutions.
- Identify industry trends and provide your clients the highest level of industry-specific service and support.

### End Result

Walk out with the strategies to transition into a winning contract training unit. Understand contract training trends that will shape your future – get ahead of the game. Get a checklist of the actions you should take and the strategies, techniques and tips to make them happen.

### Materials & Services

You'll receive a Conference Manual that will be your Conference guide and a source for valuable future reference. You will get to know all the FREE LERN member benefits specific to contract training units, including marketing material critiques, data analysis, document examples and much more.

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### *Kim Becicka, Ph.D., Vice President, Continuing Education & Training Services, Kirkwood Community College*

*Keynote: "Insider Secrets from a Winning CT Unit."*

*Kirkwood Community College is one of the leading continuing education programs in North America. Their work in contract sales has been pioneering in lead generation, product development, the shift from information to solutions, data collection and analysis and much more. The revenue generated by the contract sales unit in a community of less than 750,000 people surpasses many larger contract sales units.*

*In this keynote, Kim Becicka, the Vice President of Continuing Education and Training Services, discusses what actions she and her contract sales unit have taken to grow revenue, community visibility and the bottom line.*



# CONTRACT TRAINING CONFERENCE AGENDA

## Day 1 – March 10

### Pre-conference Sessions

**1 p.m.-4 p.m.** *Ready, Set, GROW! Success in a Small Contract Training Unit*, Greg Marsello

If you are a one or two person contract training unit, your strategies are a little different than a full sized unit. The choices you make today will affect the speed of growth of the unit and your success in the interim. Small unit? This session is for you, jam packed with advice especially tailored for units like yours.

**1 p.m.-4 p.m.** *15 Ways to Increase Contract Sales Revenue*, Rick Walsh and Layne Harpine

The pressure is on every contract training unit to increase revenue. Generating contract sales revenue is not easy, but there are strategies and techniques that work. Discover the actions you can implement immediately to increase your pipeline, your close rate and your revenue.

**6 p.m.-8 p.m.** *Reception*: For those people arriving early, an informal gathering for conference participants.

## Day 2 – March 11

**8:30 a.m.-9:50 a.m.** Opening Session

*The State of Contract Training*: Greg Marsello, LERN Vice President

*The Latest Trends in Contract Training*: Layne Harpine, LERN Senior Consultant for Contract Training

**9:50 a.m.-10:10 a.m.** Break

**10:10 a.m.-11 a.m.** Concurrent Sessions

**11 a.m.-11:10 a.m.** Break

**11:10 a.m.-Noon** Concurrent Sessions

**Noon-1:10 p.m.** Enjoy lunch with other capable contract training professionals. A chance to capture great ideas while you relax and make new friends over lunch, coffee and dessert.

**1:10 p.m.-2 p.m.** Concurrent Sessions

**2 p.m.-2:10 p.m.** Break

**2:10 p.m.-3 p.m.** Concurrent Sessions

**3 p.m.-3:10 p.m.** Break

**3:10 p.m.-4 p.m.** *Small Discussion Groups on Hot Topics*. Pick a topic, share your best practices and learn from your peers.

**4 p.m.-5 p.m.** *CT Software Options*: LERN Tools, Augusoft B2B Software System & CRMs

Find out about LERN's Contract Training Tool and how to use it to analyze your contract sales data for more success.

Learn about Augusoft's B2B functionality – Augusoft was the first cloud-based software designed specifically for the contract training industry. Understand customer relationship management systems (CRM) and why they're a must!

## Day 3 – March 12

**8:30 a.m.-9:20 a.m.** *Keynote*: "Insider Secrets from a Winning CT Unit." with Kim Becicka, Kirkwood Community College

**9:20 a.m.-9:30 a.m.** Break

**9:30 a.m.-10:20 a.m.** Concurrent Sessions

**10:30 a.m.-11:20 a.m.** Concurrent Sessions

**11:30 a.m.-Noon**

*Closing session*: "The Top 10 Actions You Must Take in 2015" with Greg Marsello.



Get a **FREE** copy of "Contract Training The Essentials," when you attend the conference

## Guarantee!

1. Learn the data you must be tracking and the benchmarks successful contract training units use as a scorecard.
2. Understand the different instructor and salesperson compensation methods being used.
3. Find out how to be a better negotiator when you are selling to a client.
4. Leave with at least 10 proven ways of increasing productivity.
5. Be able to use a simple pricing tool to ensure your contract operating margin is on target.
6. Possess the knowledge of the latest industry trends.
7. Have the most current strategies for developing win-win partnerships.
8. Gain expertise on improving your relationship with central administration.
9. Identify the ways you can lean on LERN for data analysis, best practices and industry benchmarks.

# Contract Training Presenters



## **Suzanne Kart**

Currently Associate Vice President of Marketing for LERN, she is one of the nation's leading experts on social media and inbound marketing for continuing education. She does workshops across North America and teaches online for the graduate school at the University of South Dakota.



## **Layne J. Harpine**

A Senior Consultant with LERN. He has 15 years experience in higher education serving in positions as an instructor, Director, Dean, Senior Vice President and Chief Educational Officer of Continuing Education. He also has experience at a Top Ten Fortune 10 company as a business consultant and corporate trainer.



## **Rodney Holt**

He is the current manager of Business Development at Red Deer College's School of Continuing Education. Rod's entrepreneurial focus on relationship and solution selling has allowed Red Deer College to become the trainer of choice in Central Alberta and is rapidly becoming a trusted training partner across Canada.



## **Greg Marsello**

Currently LERN's Vice President for Organizational Development, he is LERN's primary contract salesperson and has worked with more contract training units than any other industry professional. An expert in structure, finances and data analysis.



## **Richard Walsh**

He has more than 35 years of industry training with an expertise in workforce development, and is a salesperson who has sold both training and solutions. He has consulted with LERN members on improving contract training unit performance.

## **Chicago**

LERN returns to Rosemont, Illinois for a fifth year due to the easy access both nationally and locally. Rosemont is home to O'Hare Airport. The hotel offers complimentary 24-hour shuttle service to and from the Shuttle/Bus Center located near terminal 2 at O'Hare approximately every 20 minutes. The CTA Blue line has stops near the hotel at the Rosemont Station and at O'Hare International Airport. The hotel also provides discount parking at \$10 for both hotel guests and local attendees.

The daytime average temperature is 45°F (7°C) with the overnight temperature averaging 30°F (-1°C).

## **Hotel**

To make reservations, call (847) 696-1234, or (800) 233-1234. The rates are \$139 single; \$149 double; \$184 triple; \$219 quad, plus taxes and fees and include a complimentary breakfast. Reservations must be made by February, 16, 2015. A portion of the room rate is used to offset conference expenses.

## **Hyatt Regency O'Hare**

9300 Bryn Mawr Avenue  
Rosemont, IL 60018

(847) 696-1234  
[ohare.hyatt.com](http://ohare.hyatt.com)

## **Second Person Discount!**

Bring a second person from your program at a reduced rate. Use the Contract Training Conference to brainstorm with each other at the end of the day. Attend different concurrent sessions and get twice the information for your program. Compare notes and bring back ideas to improve your contract training unit.

## **About LERN**

The Learning Resources Network (LERN) is the leading association in continuing education and contract training serving about 1,000 colleges and universities every year. LERN supports providers of continuing education and contract training with research, trends and best practice strategies, techniques, and tips. LERN information is practical and immediately applicable.

## **Cancellation Policy**

Cancellations and substitutions must be requested in writing. Email is acceptable. Cancellations made prior to February 1 will receive a full refund. Cancellations made after that date will be charged a \$100 administrative fee. No refunds if cancellation is after February 16. If substitute is not a LERN Member additional fees may apply.



# Contract Training Sessions

# WE EMPOWER. YOU SUCCEED.

## Digital Marketing to Increase Sales.

Take your inbound and outbound marketing to the next level. We'll tell you 2015's top strategies for Contract Training.

## Deepening Client Relationships: Make Yourself Invaluable to Your Clients.

Discover the best strategies for getting more sales from existing clients.

## Building & Servicing a Robust Pipeline.

Being an order taker is no longer an option. You must be able to build and service a lead pipeline to increase sales.

## The 10 Best Things We Ever Did at Red Deer College's CT Department.

Find out why Red Deer College is a successful contract training unit and hear their plans for building on their success.

## Data to Collect, Reports to Generate.

Don't speculate, calculate! Your unit's success depends on your ability to know the data to collect, the numbers to analyze and the reports to generate.

## More Power with Partnerships.

Find out the most critical contract sales partnerships and how to manage them so they are win/win.

## Increasing Your Talent Pool.

An increased talent pool means more products and services, thus more sales. Hear 10 talent pool growth actions you can implement immediately.

## Using Online Learning to Increase Your Product Mix.

Find out the latest trends in online and hybrid contract training and how to add online learning to your sales mix.

## How to Customize Contract Training.

Each contract sales client is unique and they want a product designed just for them. Learn the tricks to customize your products and services without dramatically increasing your costs.

## Pricing for Profit.

Financial success is based on good pricing. Learn to price contract sales, and get winning techniques for convincing your client to purchase at your price.

## Say It Right, Get the Sale.

Find out from a successful salesperson what to say and do in order to build client relationships that ultimately close the sale. Learn negotiation skills that work!

## Winning MOUs and Contracts.

Get a list of the most critical sales templates and discover how to write clear MOUs and contracts focused on closing the sale.

## The Top 10 Actions You Must Take in 2015.

Find out LERN's Top 10 Contract Sales Actions for 2015. Learn how to build an after-conference Action Plan to guide the implementation of your best ideas from the conference.

## YOUR GOALS AND ASPIRATIONS ARE WITHIN YOUR REACH.





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# BECOME MORE FOCUSED ON YOUR BUSINESS

## REGISTER NOW! — CONTRACT TRAINING CONFERENCE 2015

March 10 (preconference day) – 12, 2015, Chicago

Simply fill in the information below and fax to (888) 234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at (800) 678-5376. Feel free to copy this form for additional registrations.

|                      |                           |
|----------------------|---------------------------|
| Member/Customer ID # | SC # (from address label) |
| Name                 | Position                  |
| Department           | Institution               |
| Address              | City, State/Province      |
| ZIP/Postal Code      | Country                   |
| Email                | Phone                     |

### Position:

- Administration
- Cont. Training
- Marketing
- Program Staff
- Teacher (K-12)
- Faculty (CC/U)

### Title:

- Dean
- Director
- Support
- Other

### How to Apply

**Email.** Send your application information to us at [info@lern.org](mailto:info@lern.org)

**Fax.** Complete and fax the attached application form, along with a purchase order or credit card information, to (888) 234-8633.

**Phone.** You can reserve your place with a credit card by calling Tammy at (800) 678-LERN (5376).

**Mail.** Complete and send the attached application form, along with a purchase order, check or credit card information to LERN, PO Box 9, River Falls, WI 54022.

### Registration Fees

#### Pre-conference *Choose One*

- \$125** *Ready, Set, GROW! Success in a Small Contract Training Unit*
- \$125** *15 Ways to Increase Contract Sales Revenue*

#### Conference *Includes reception, breaks and lunch (Wednesday).*

- \$495** U.S. Regular Rate
- \$445** U.S. 2nd Person

### Payment Method

- Payment enclosed.  
Check # \_\_\_\_\_
- Bill my institution.  
PO # \_\_\_\_\_  
See credit terms.
- Charge to my credit card.



All fees are in US dollars.

|                                  |       |
|----------------------------------|-------|
| Account #                        |       |
| Exp. Date                        | CVC # |
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