



SWA Education Trust
“INVESTING IN EMPLOYEES”



Presented with the cooperation of ej4, LLC

For more information, contact:
NORTHEAST EQUIPMENT DEALERS ASSOCIATION
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1-800-932-0607 • www.ne-equip.com

NEDA Education Trust

“INVESTING IN EMPLOYEES”

What do you need in your business?

Improved customer service? Increased sales?

Employees who think like owners?

The results you want and need can be achieved with regular, consistent employee development programs like the SWA Online Campus.

WHAT IF:

- You could train your entire staff quickly and efficiently without ever leaving your business?
- You could access training that was fun and engaging?
- Programs could be used for training, coaching, refreshing learning, performance support, career development and meetings?
- You could track your employees' progress by viewing their activity and tests on-line?

What if we told you this is all available right now to members of NEDA?



ARE YOU READY FOR:

A training program specifically designed for NEDA members' employees?

Highly focused training that delivers high employee business impact?

- Developing high-impact leaders who will help you grow your business;
- Retaining your best people by investing in their future to help them better serve customers in a welcoming and safe workplace; and
- Building and sustaining customer loyalty with consistent and positive interactions.

PROVEN RESULTS:

Real companies similar to yours have shown outstanding results by investing in this training. One company with 175 employees got these results over an 18-month period:

- Increased sales and profits;
- Reduced product returns by 10 percent;
- Improved customer and employee satisfaction;
- Reduced employee turnover by 33 percent;
- Reduced training costs; and
- Improved compliance with state and federal laws.



THE COST OF NOT TRAINING:

When one of your best people leaves your organization, estimated costs can easily reach 150% of that employee's annual salary:

- Cost of lost productivity during opening and transition;
- Training you have already invested in the employee who is leaving;
- Cost of potential lost customers and additional customer service cost required to retain their loyalty;
- Cost of advertising, recruitment and training of their replacement.
- Lack of consistent customer interactions for dealers with multiple locations results in lost customers. What is the lifetime value of one lost customer?
- Not having compliance training (such as harassment-avoidance and safety) causes all types of potential negative business outcomes and risks that can impact your bottom line and the future of your business.



HERE'S HOW IT WORKS:

- Purchase a subscription
- SWA assigns unique passwords to each of your employees.
- SWA delivers an on-site Group Employee Training session program overview and implementation.
- SWA provides highly focused training curriculums.
- SWA provides employee incentive ideas and recognition tools to build and sustain training momentum.
- SWA provides ongoing support: SWA staff are available to you to answer questions and to help you and your employees in achieving results with the campus. We're all in this together!

ENGAGING FEATURES:

- Content that makes a difference!
- Short courses that can be completed at your desktop 24/7. (In addition, content is downloadable to iPods and other hand-held devices.)
- Fun, engaging and easy.
- Tracking and testing that enables you to follow employees' progress.



The SWA Education Trust provides you and your employees with high-impact, “real-world” training that develops your leaders, retains your best people and grows your customer loyalty...



Education Trust Administrative Committee

Northeast Equipment Dealers Association thanks the SouthWestern Association and these members for their advice and guidance to the Education Trust:

Del Coleman, Coleman Equipment, Inc. - Bonner Springs, KS

Jeff Deen, Deen Implement Co. - Forney, TX

Steve Meadows, KC Bobcat - Blue Springs, MO

Scott O'Dell, O'Dell Tractor Co., Inc. - Independence, MO

Karen Pestinger, Carrico Implement - Beloit, KS

Kent Porter, Porter's Building Center, Inc. - Kearney, MO

Jay VanDuzer, Kirby-Smith Machinery, Inc. - Oklahoma City, OK



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