

Home of Training

Background and Sales Process

Welcome to Home of Training. In order for you to sell our product, you need to comprehend what it is, how it works, and why companies need it. Familiarize yourself with our prices, course catalog and the legal requirements for training.

About the Company

Home of Training is an online learning platform that was founded in 2009. All courses are available 24/7 from any smartphone, tablet, or computer. Our training is streamlined to ensure all employees are compliant with legal training requirements. Our learning management system is easy to use and simplifies monitoring and tracking employee training. Once we upload users to the system, it will take less than 10 minutes per month to oversee. We simply provide more services than any other competitor, and we are the least expensive.

We primarily serve the Hospitality Industry (restaurants, bars, hotels, and country clubs), but can provide training for any industry: Automotive, Storage facility, doctor's offices or anything you can think of.

In hospitality, the two subjects that companies are most interested in are Food Safety (Food Handler and Food Manager) and Responsible Vendor Alcohol Training, as described more fully below. Hotels in Florida/California will be required to provide human trafficking training to their staff and Home of Training is one of the few companies to be approved.

In addition to our compliance trainings, we have over 100 industry specific courses in the areas of safety that includes OSHA based curriculums, bar basics, and sexual harassment including EEOC based curriculums. For our larger clients, we can also create custom courses branded for the client, or white label our platform for their own Learning Management System.

Florida and The Law

The leads that you will initially be calling are in Florida. Depending on the type of lead you are calling, you will either be offering a package that includes food and alcohol training, food alcohol and human trafficking or alcohol and security training. The requirements for each training are outlined below. If you have any questions, please ask.

Food Safety Training

In Florida, the law identifies two separate types of employees for the purpose of food safety training requirements: 1) Food Managers; and 2) Food Handlers.

A “Food Manager” is a person who is responsible for the food establishment and/or has direct authority, control or supervision over employees who engage in the storage, preparation, display, or service of foods. They are not required to have the “job title” of manager. Food Manager’s certification is valid for 5 years.

A “Food Handler” is all other food service employees who are responsible for the storage, preparation, display, or serving of foods to the public. Food Handlers are required to be trained within **60 days of hire** and their training is **valid for 3 years**.

It’s important to know the distinction between Food Managers and Food Handlers because their training and certification requirements are different. The package you will be selling will include the Food Handler’s training but not the Food Manager Certification Exam, that is a separate charge.

Responsible Vendor Alcohol Training

Florida law provides protection to establishments that provide Responsible Vendor Alcohol Training to their employees. It will protect the establishment’s liquor license from suspension or revocation. It is also required for establishments that serve alcohol to obtain business insurance. It helps protect the company from lawsuits and saves them money on their premiums. Our courses focus on safety – to prevent underage drinking and over-serving. The training is required to be given within 30 days of hire for employees (15 days for managers). Also, an “Update” training is ***required once every 120 days to remain in compliance*** with the law.

Human Trafficking Training

Effective January 1, 2021, all public lodging establishments regulated by the Division of Hotels and Restaurants must comply with the requirements of section 509.096, Florida Statutes. This section requires all public lodging establishments to provide annual training on human trafficking awareness to employees of the establishment who perform housekeeping duties in the rental units or who work at the front desk or reception area where guests check in or check out.

The training must be provided for new employees **within 60 days** after they begin employment in a housekeeping or reception area role, **or by January 1, 2021**, whichever occurs later.

Security

Security - Our A+ Security Host Training is required by insurance companies for all bars or clubs that employ any type of security whether they are called bouncers, door person, host, security, etc. Our training teaches clients the processes, procedures, and legal limits for their role as a Security Host. The course goes over in detail the Duties and Responsibilities of a Security Host, Screening ID's, Conflict Resolution & the Use of Force, Rules & Laws, Alcohol & Drugs, and the Power to Arrest.

Other States:

ANSI Nationally Accredited Food Handler

Our ANSI Food Handler Training is a separate course for states other than Florida. This Training is required and approved in California, Texas, Illinois, Arizona, New Mexico, West Virginia, and Hawaii.

Sexual Harassment Training

Our Sexual Harassment training is required in California, New York, and Illinois. We offer two trainings, Sexual Harassment employee and Sexual harassment manager (anyone who oversees employees or is in a position of power)

Pricing

Our pricing is simple and straightforward. We have a pricing page that you will use to quote the customer when they are on the phone. It's available at <https://lms.homeoftraining.com/#/signup>, under the "Sign Up" option in the right-hand corner. You will need to complete all of the information, but because you aren't signing up the customer through this site, you can just use "test" information to complete the name, email address, and company name. The most important information is the number of locations, users and selecting the appropriate courses. Please watch the video later in this course to see how to use the pricing page.

Once you fill out the appropriate information, you will see a quote like the screen shot below. The example was created using 3 locations, 300 users and 3 courses.

You will read the monthly subtotal first and then entice them with the discount if they sign up for 2 or more courses and provide them the Total Cost Per Month. Be sure to mention that if they pay for the year in full, they can get an additional 10% off.

Select Course(s) *

Alcohol Safety Training - Florida / Employee × Food Handler Certificate ×

Sexual Harassment - Employee ×

Monthly Subtotal:	\$ 455.25
Discount Congratulations! You have earned a discount (10% Off):	\$ 45.53
Total Cost Per Month: ⓘ	\$ 409.73
Price if paid in full for the year (10% Off):	\$ 4,425.03
Monthly Cost per location:	\$ 136.58
Monthly Cost per user:	\$ 1.37

[Re-estimate](#)[Continue Signup](#)

Explain there are no additional charges (for turnover, new hires, managers, etc). We do not want them to encounter an unexpected cost.

- Basic support is included.
- Premium support (dedicated account manager) is \$5.00 per month, per location.
- Free tablet for locations paying \$99 per month or more (can be offered if needed to help close the deal)
 - These prices are only valid for 60 days after initial contact and for new customers only. Please make sure they are told.

Licensing

Quite a few people you talk to will already be working with a learning management system (LMS). If that is the case, we can offer to license our courses to them. We have over 100 courses that can be used on their system. When we enter into a licensing agreement, we customize the video(s) to their brand and policies. You will see examples of branded videos on our demo page (<https://www.homeoftraining.com/tours.php>).

The pricing is based on how many locations, employees, courses etc. You can say that the price is about 75% less than our full-service package, but you will have to set them up with someone in that department. Eric or Macauley will most likely deal with licensing deals.

LACRM

LACRM is our Customer Relationship Management ("CRM") system. A CRM is software that will help you store, organize, and act on all of the information you have about our potential

customers. Each customer has their own profile in the CRM, which is where you keep contact information, notes, upcoming tasks, and much more. The CRM will also send you follow-up reminders and present simple reports so that nothing ever slips by you.

The open leads you will be focusing on are:

Food Handler Violations
New Restaurants
Competitor clients (broken up into 6 categories)
New leads
No contact

Our closed leads are:

Sales won
Sales lost

Please watch the videos later in this course to learn how to operate LACRM.

Making Cold Calls

Our approach is simple and direct. We are providing a required service at a discounted price. We don't need to waste time being "Used Car Salesmen." Our product is legally required, it works, and it saves time and money. Your tone on the calls needs to be friendly and matter-of-fact. Your goal is to close the deals as quickly as possible – do not drag out the process. We don't want to go back and forth with the prospects – the prices are very clear and BY FAR the least expensive. You should know that there is not another company that comes close to our pricing and offers what we do. This should make you very confident on the call.

Follow Up ALWAYS:

- **Set reminder in LACRM to follow up after the call.**
- Call or email until they tell you to get lost
 - **Our Follow up includes up to 5 touches (call/email):**
 - **Call (leave voicemail if no answer)-> recap email (immediately)-> 5 days call -> 3 days email -> 5 days call-> final email (pitch lower service option - plain train)**
- Send follow up email after the call!
 - Use the appropriate email from the email template provided.
 - The emails have detailed titles so use the correct ones. Eg. Use the email titled "**companies with under 50 employees**" for a small company or use the email titled "**Florida Hotel**

company/contact that is interested in our platform and asking if we are compliant” for a hotel lead that you spoke to.

- The contacts will stay in your pipeline until:
 - You had 5 touches and were not able to reach them. If you do not get a hold of the potential client after, make sure you have noted the attempts, then transfer the lead to: **No contact**
- **Or:**
 - They tell you they are not interested/remove them from our database/stop calling etc.
 - make sure you have noted their response, then transfer the lead to: **Dead Lead.**
- **Or:**
 - Once you send them a quote or contract transfer the lead to: **Contract/Quote Sent**
 - Please include the quote, # of locations, # of employees, courses, contact information and all people you are working with

When you talk to a lead who is interested in signing up:

Enter the notes from the lead into LACRM. The notes need to include:

- The number of locations they have
- The estimated number of users at their location (or all locations if more than one location)
- Confirmed email address
- What course(s) they are interested in

Any other relevant notes needed for us to get the sale. Examples are:

- Current company they are training with now/when their contract ends with them
- Certain time or person to call back
- Questions on licensing or additional courses
- If possible, get something in common too. For example, if they are from Miami, maybe they like the Dolphins. If so, please include anything like that in the notes section.

If a lead has more than 10+ locations or 500+ employees, please let them know someone from our corporate department will reach out to them. Eric or Macauley will handle this lead. Please send over all information on this lead

Contract Finalization.

- When someone is ready to get started and sign docusign

- Send all sales/client information to **Macauley (macauley@homeoftraining.com)**:
Location #, Total Employee #, Courses, (A la carte fees, e.g. Food Manager, Human Trafficking, Security)
- Once DocuSign has been sent back.
 - send email letting them know account has been activated
 - Send email/call 1 week after setting up and see If everything is working alright.
 - Follow up once every three months and see if they need anything.

If at any time you have immediate questions, please call, email, skype.

Good Luck!