



## COURSE OVERVIEW

### SHAW HOME FOUNDATIONS TRAINING



Shaw is investing in your business by providing training content for your entire organization. Now all of your employees – from designers to field personnel and everyone in between – will understand and consistently communicate the benefits your homebuyer's receive when they choose Shaw Home Foundations products. In conjunction with the core **Trainingspace™** courses listed above, your employees will be well versed on both the general product categories and the specific tools that Shaw Industries provides for your business.

**Courses included in the Trainingspace™ - Shaw Home Foundations series include the following:**

- Shaw Introduction
- Shaw Advantages – Carpet
- Anso Nylon
- Epic Hardwood
- Shaw Advantages – Hard Surface

*Below Are Additional Training Courses Available  
(go to [www.shawfuniversity.com](http://www.shawfuniversity.com)  
for details on these Trainingspace™ courses)*

### Business Skills Series



Trainingspace™ • 480 Gate Five Road Suite 113 • Sausalito, CA 94965  
• Tel: 415-339-6040 • Fax: 415-339-6046 • [Info@trainingspace.com](mailto:Info@trainingspace.com)



## **COURSE OVERVIEW**

### ***Series Description:***

*The Business Skills Series* encompasses multiple courses that are designed to enhance overall performance for individuals in new home construction, interior design, retail sales and beyond. Courses such as *Business in Our Multicultural Society*, *Marketing to Women*, *Business Etiquette*, *How to Run an Effective Meeting* and *Sales Management* are valuable to both the novice and veteran business professional.

### **The courses currently available in the *Business Skills Series* are:**

- **Basic Business Etiquette**

Business etiquette is centered around the workplace and it involves significantly more than simply knowing which fork to use at a business lunch. Etiquette is about presenting yourself with the kind of polish that shows you can be taken seriously. Etiquette is also about being comfortable around people and making them comfortable around you.

In this course we discuss company culture including dressing for success and customer service basics. We then take a look at the rules of e-mail, phone and meeting etiquette. We finish this course with a lesson called Making and Impression which looks at the little things we can all do to leave a lasting impression on our business associates, colleagues and clients.

- **Marketing to Women**

American women represent the world's largest economy at 3 trillion dollars and make or influence over 80% of all purchase decisions. But women and men have different purchasing processes. It is a business necessity to fully understand and incorporate these processes, to effectively market to one of the most powerful demographics, and gain a customer for life.

In this course we begin by understanding women as a demographic group, including the history of marketing to women and the future of American women. We then discuss why women are different customers than men, followed by a lesson on how to sell to women, and the pay off of doing so effectively.

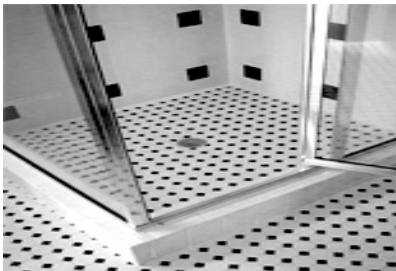
- **Business in our Multicultural Society**

## **COURSE OVERVIEW**

We live in a multicultural society, and the demographics show that we will continue to become more diverse in years to come. In light of this fact, why isn't cultural awareness training a standard part of any company training program (whether in customer service, business development, marketing or business direction)? Different cultures mean different values, religions, taste and ways of communicating: basic knowledge of these aspects of culture are the building blocks to successfully communicating, while always keeping in mind that for an effective transaction, attitude is everything.

This course begins with general information about the global nature of today's business world. We then look at specific cultures-- such as Chinese, Indian, Latin American, European and Middle Eastern-- and discuss culture, religion, history and interpersonal communication.

## **PRODUCT KNOWLEDGE SERIES**



### ***Series Description:***

These in-depth training courses are essential for any professional in the home building and design industries. The *Product Knowledge Series* is built from our many years of experience in the field and draws from our vast library of product disclosure material. Carpet, hardwood, ceramic tile, vinyl and natural stone are just a few of the many products that design consultants work with every day. The *Product Knowledge* course is designed to educate and keep design, retail sales and building professionals current on products in the industry. The course covers general product information, including product performance and expectations, disclosure issues, features and benefits, as well as how to maintain products once they are installed in the home. The format of the course, as with all **Trainingspace™** products, consists of a combination of video from our extensive library, Flash animation, audio and interactivity.

## COURSE OVERVIEW

The courses currently available in the *Product Knowledge Series* are:

- **Carpet**
- **Ceramic Tile – Flooring, Countertops & Walls**
- **Laminate Flooring**
- **Natural Stone– Flooring, Countertops & Walls**
- **Hardwood Flooring**
- **Sheet Vinyl Flooring**
- **Window Coverings**

Future courses will include:

- **Selling and Designing with Countertops** (*in development*)
- **Laminate Countertops**
- **Quartz Countertops**
- **Solid Surfaces**
- **Kitchen and Bath Design**

## DESIGN CENTER SERIES



### ***Series Description:***

New homebuyers who are faced with the challenge of making their house a home require the guidance of a knowledgeable and professional design consulting team. It is the job of this design team to make the process of selecting products-- from countertops, to flooring, to window coverings-- easy, efficient and enjoyable for the homebuyer. This series is designed to expand the design team's knowledge of the products they work with every day, to sharpen their awareness of color and design theory, to hone their interpersonal skills, sales techniques and, ultimately, to put them on the path to upgrading the sale.

The courses currently available in the *Design Center Series* are:

**Trainingspace™ • 480 Gate Five Road Suite 113 • Sausalito, CA 94965**  
• Tel: 415-339-6040 • Fax: 415-339-6046 • [Info@trainingspace.com](mailto:Info@trainingspace.com)



## COURSE OVERVIEW

- **Design Fundamentals**

It is imperative for a good design consultant to understand the fundamentals of design. In our course, *Design Fundamentals*, we cover the building blocks of color theory; including the color wheel, color vocabulary and how various colors are interpreted by different cultures around the world. Next we look at assessing the room-- from the structure to the eventual mood and style created by thoughtful design. Finally, in our lesson, Ten Steps to the Perfect Room, we take a tour of interior decoration through ten easy steps; including lighting, floors, upholstery, personal style and much more.

- **Interpersonal Skills**

Anyone who has worked in the fields of customer service, retail sales or management, understands the importance of excellent interpersonal skills. We begin this course by focusing on listening skills and communication. We then start to develop an awareness of how homebuyers of different cultural backgrounds react to verbal and nonverbal messages. Finally, this lesson thoroughly covers the three basic roles of the design consultant: the primary role as a professional, the secondary role as a mediator and the tertiary role as a financial coach.

- **Upgrading the Sale**

*Upgrading the Sale* is an absolute must for any design consultant. This course shows students the best ways to successfully engage the homebuyer to achieve product upgrades. We take you step by step; starting with how to prepare for your appointments, conducting a successful design appointment, tools for understanding your homebuyer's lifestyle and decorative style, how to sell the right products and overcome objections, and the steps to closing the sale.

## CUSTOMIZED TRAINING

Whether you are looking to adapt one of our existing courses or want to develop an entirely new curriculum for your specific needs, **Trainingspace™** is your partner in creating engaging, content-driven, quality online trainings. Our **Trainingspace™** custom products allow you to deliver essential information to employees, verify that they viewed it and measure their retention of the information. We can take your key employee content and quickly and cost



## **COURSE OVERVIEW**

effectively produce training content that is delivered on a customized Learning Management System. Please contact us for more information.