



Distributor
Sales Specialist's
Sales Skills Workshop



The Novi Campus
At Channel University



Fall 2005 Graduating Class

Front Row: Kathleen Justus, Becky Szalwinski, Emily Otte, Shawn Guminski;

Back Row: Greg Rathsburg, Paul Schmitt, Tom Bear, Lisa Datta, Christine Phillips, Chris Miller, Tim Matthey

Inaugural CU Training Program proves to be a huge success!

The inaugural Channel University Training Program, "Distributor Sales Specialist's Sales Skills Workshop," has proven to be a huge success. Nine students attended the first semester program that was taught by nine industry-renown guest lecturers. Topics ranging from gaining mind share at the branch to compensating Channel Partners fairly for demand discovery, creation and fulfillment were covered in depth over the two days of classroom sessions. The program garnered such positive comments and feedback from the participants that the university administrators have decided to extend the curriculum to include a "How to Sell" course for the Rathsburg Sales Engineers and a "Servicing the Customer" course for the Rathsburg Inside Sales Coordinators. Diplomas were awarded to the Graduates and Certifications Of Merit were presented to the faculty. The School extends its sincere appreciation to the eighteen participants as well as to the many people who worked behind the scenes to make this event possible.

Tim Donovan I want to take a moment and "Thank You" and your team for a wonderful experience. With all that we go through on a daily basis, it was refreshing to see a little fun mixed with a movement to better ourselves. I believe that "Channel University" is something we can all learn from. Producing the material made me stop and re-think what is important for that I thank you. My goal is to continue to foster a relationship with all your DSS's and actively participate with them in their respective markets. Please forward my thanks to all who participated.

Chris Miller I just wanted to take the time to once again thank you for the training the past two days. It was, by far, the best training I have had in any job. I appreciate you taking us out of the field for several days of training that will really help me to take my job performance to the next level and to ensure that I am providing the best in class service that Rathsburg is known for. The discussion with the other DSS's of the tough issues really gave me a new perspective on things. It was also great to be able to spend some time with our channel partners and principals in a relaxed setting.

Nick Lucariello Thank you for the opportunity to speak to your team about growing POS at Channel University. It was an enjoyable experience and I learned as much as the students did.

Shawn Guminski Channel University was great. I learned something new from every one of the DSS presentations. Becky did a super job with her presentation!

Lisa Datta Great material presented by all. The QBR prep was most applicable to me. Nick Lucariello's viewpoint on what the role of the DSS should be was also eye-opening.

Phil Fraser Thanks for the opportunity to participate in the Channel University program. The idea is great. The continued development of your team is an asset to both your company and Analog Devices.

Greg Rathsburg The whole idea of holding this Channel University was a little daunting. We rarely, if ever, have multiple Principals in a single meeting so bringing together two of them, in addition to Arrow and Avnet, was a bit of a challenge. It worked our very well though. The guest lecturers did a great job of highlighting the fundamentals of selling through the Channel. The highlight of the meeting was the second day when the DSS's cross trained each other. It was the single best training meeting ever held at Rathsburg. We are so pleased with this course that we are going to run similar programs for other parts of our Company.

