



How To Thrive In Your Career At Rathsburg CU-3



The Novi Campus
At Channel University

The Third Semester of Channel University (CU-3), How To Thrive in your Career at Rathsburg, was held this past week at the Novi, MI campus. By all accounts this intense, two day training course was a huge success and “the single best meeting ever held at Rathsburg.” The curriculum, which was co-developed and led by Jackie Mancini, consisted of nine different courses, ranging from the strategic expectations and interactions of the various Rathsburg job classifications, Inside Sales and Product Management’s role, Distributor & Principal service and support. Each course was followed by a breakout session where team members discussed the presentation material and compared notes on recommended best practices and defined expectations from their various other team members. Specific action items that were identified during the breakout sessions were collated and have been assigned to various teams, who in turn will provide answers to them and create the appropriate sales tools. Follow up programs have been put in place to ensure that the best practices that were distilled from the classes and breakout sessions will be retained and implemented in each team member’s daily jobs.



The program was highlighted by two guest lecturers, Jerry Dempsay, formerly the VP of Sales & Marketing for Teccor and Littelfuse, and Mike Lasley, the President and Owner of ION Associates. Jerry highlighted the traits and talents that make for a best-in-class Sales Representative from the Principal’s perspective while Mike shared a number of his experiences in building his RepCo into a best-in-territory sales organization. Jerry is pictured on the right side of this page, along with Scott Brodehl, and Mike is pictured on the left side of the page.



Steelers are Champions in Detroit Again

The students at CU-3 were broken into four Teams: Steelers, Lions, Bears and Vikings. These teams competed against each other in presenting the ideas and suggestions that came out of their respective breakout sessions. The competition was close throughout the first day and a half of the training but in the end, the Steelers pulled away from the pack and won easily. The Steelers Team, captained by Mark Lucas, consisted of Dan Ringger, Todd Wuchevich, Mike Gray, Jackie Mancini, Steve Reyna,

Patti Kavanaugh, Melanie Coughlin and Christine Phillips. Each team member was awarded a very nice gift certificate. All of the students received Channel University diplomas. The Teachers: Jackie Mancini, Bill Meranda, Dan Ringger, Roy Schroeder, Mark Lucas, Mike Hassett, Gene Cordova, Kathleen Justus and Becky Szalwinski received certificates of appreciation and monogrammed company jackets. A special note of thanks and appreciation goes out to Laura Alberson, Barb Chambers and Helen Mitchell for their great logistics support over this special two day event.



How to Thrive in your Career at Rathsburg—September 12-13, 2006