



Profit from Knowledge

CMCO UNIVERSITY

LOCATED AT THE NIAGARA TRAINING CENTER



**IF YOUR COMPANY IS INTERESTED IN SELLING
MORE PRODUCT, ATTEND CMCO UNIVERSITY.**

CMCO University is an intense three-day program designed to elevate your sales revenue by giving you an intimate knowledge of our products, the information you'll need to select and sell the right product for the application, and the know-how to win in the marketplace.

CMCO University is held at our Niagara Training Center — the most comprehensive hoist, crane, and rigging training center in the country. Our program is unlike any training session you have ever attended. What makes it so unique is that it gives you the opportunity to receive hands-on training to gain valuable experience operating the products.

If you are interested in learning about our portfolio, product features and benefits, applications, proper product selection, and how to sell against competitive products, this is a must attend course.

We have received tremendous interest in this new program, so please contact your Channel Sales Manager today to ensure your registration.

KNOWLEDGE TO SALES

It's a fact — the more comfortable a sales force is with the product they're selling, the higher the conversion rate. With a deeper and wider breadth of understanding for an entire product line, a sales force will establish themselves as product and application knowledge leaders. That translates into stronger customer relationships, which in turn will lead to more sales.

OUR VISION, YOUR SUCCESS

CMCO University was conceived and designed by our staff of full-time professional instructors along with an advisory committee of product managers, sales leaders and industry specialists to do one thing — arm our Channel Partners with the knowledge they need to convert sales and generate revenue.

During the three-day program at CMCO University, attendees will have an opportunity to get hands-on experience using most of our products. For example, rather than simply speaking to the benefits of a Variable Frequency Drive (VFD) on a hoist, attendees will now have first-hand experience to understand how operation differs from a standard hoist.

Some of the topics covered in the classroom training and hands-on product demonstrations include:

- Overview of the CMCO product portfolio – manual hoist, powered hoists, crane components, chain and rigging
- Meet Our Associates – Customer Service, Management & Application teams
- Features & Benefits of Our Products
- Applications & Industries
- CMCO Difference Against Competition
- Advantages of Pricing & Sales Programs
- Benefits to Selling & Promoting Training

NIAGARA TRAINING CENTER

CMCO University is held at our Niagara Training Center — the most comprehensive material handling training center in the United States. Our facility offers state-of-art classrooms complete with multi-media capabilities and an industrial environment equipped with nearly every Columbus McKinnon hoist and rigging product we manufacture.

The Niagara Training Center is home to the Columbus McKinnon Hoist Museum featuring hoists that date back to the early 1940s. The museum offers a unique glimpse back into our industry's past.

Our world-class facility is located just minutes from the natural wonder and awe-inspiring beauty of Niagara Falls. Whether you're at the base of the thunderous falls on the deck of the Maid of the Mist, or peering over the brink in America's oldest state park; the power of Niagara Falls should not be missed.

UNIVERSITY BENEFITS

Graduates of CMCO University will possess an intimate knowledge of all Columbus McKinnon brand overhead cranes, hoists and rigging product; and real world insight and instruction on how to best position, promote, and sell them. In addition to having a command of our product portfolio, graduates will be prepared to leverage our company's 138 years of product and application expertise to increase sales. New to the industry or veterans, outside sales or inside; we are confident that graduates of CMCO University will be better equipped to sell more product and to sell it better.

REGISTRATION

There is no registration fee to attend CMCO University. Students are responsible for their travel and hotel expenses. Daily after-class activities, including dinner events, will be announced as the class session approaches. Prior to attending the training, we ask that all registered students review a pre-course presentation to familiarize themselves with our company and products. This information is a great foundation for the on-site training.

UNIVERSITY TOPICS

Welcome & Introductions

Company History
Overview of Brands
Goals of CMCO University
Class Agenda

Manual Hoists - Lever Hoist

Applications & Industries
Features & Benefits
Competitive Comparison
Hands-on Demonstrations
Pricing & Sales Programs

Chain Fall Hoists

Applications & Industries
Features & Benefits
Competitive Comparison
Hands-on Demonstrations
Pricing & Sales Programs

Powered Chain Hoists, Clamp & Trolleys

Applications & Industries
Mechanics
How to Properly Select
Features & Benefits
Competitive Comparison
Hands-on Demonstrations
Pricing & Sales Programs

Wire Rope Hoists

Basic CMMA Standards
Features & Benefits
Competitive Comparison
Hands-on Demonstrations
Pricing & Sales Programs
Crane Kits

Chain

Basic Standards
Features & Benefits
Competitive Comparison
Hands-on Demonstrations
Pricing & Sales Programs

Rigging

Basic Standards
Portfolio & Usage
Competitive Comparison
Hands-on Demonstrations
Pricing & Sales Programs

Training

Course Offering
Benefits of Selling Training
Competitive Comparison
Pricing & Sales Programs



KNOW HOW...KNOW WHY

Columbus McKinnon is a global leader in providing expertise and training in the proper use and inspection of rigging and overhead lifting equipment. With a range of comprehensive programs and seminars conducted at venues throughout North America, as well as on site at private companies and industries, Columbus McKinnon courses include:

- Hoist Maintenance
- Load Securement
- Crane & Hoist Inspection
- Rigging Gear Inspection
- Rigging
- Safe Hoisting
- Crane Operator Training

Classes are available at our Niagara Training Center and the state-of-the-art **Hoist & Rigging Training Center of Excellence** in the Center for Occupational Health and Automobile Manufacturing (COHAM) lab at The Ohio State University. The COHAM lab is a hands-on learning center that allows attendees to understand how to properly use and inspect overhead lifting equipment. This leading-edge training program is designed to increase workplace productivity and safety in an ergonomically friendly environment.



In addition to the strong knowledge base exemplified by comprehensive training programs, Columbus McKinnon is one of the only manufacturers supplying complete lifting systems to satisfy unique material handling requirements of users in a variety of environments. From jib cranes and hoists to chain slings, clamps, and related attachments; systems include products that are matched specifically to the lifting needs of the application. Products may also be modified in order to ensure that the proper system is in place for the job.

Whether your needs call for a single hoist or a completely engineered system to outfit your production facility, Columbus McKinnon provides the material handling products and expertise you need to keep your workforce productive and safe.



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