



Eagle Division

2021

Saladmaster University Course Guide



Welcome to Saladmaster University

When Saladmaster University launched to a global audience in 2019, it ushered new and exciting energy with a newfound focus on Dealers and their teams' training and education needs. As Saladmaster continues to grow year over year, so did the need for a scalable training platform that would allow a blend of corporate-sponsored training with informal communications from all over the world. For the first time, Saladmaster Dealerships would have the ability to upload and manage their unique training elements within one central hub alongside foundational training produced by the Saladmaster University team.

In addition to the always-expanding training catalog available to you on SMU, team members from all walks of life can finally earn exclusive badges and rewards for completing training, attending events, and contributing to the training ecosystem. Once you complete enough courses, such as some of our Compliance training, or even review DSA specific training materials, you will be able to redeem your digital coins for experiences and items within the SMU Rewards Store.

We hope that you will enjoy this new training centric platform, and we hope that it will provide the growing community with access to new and improved sales and marketing tools. Our goal is to empower you to achieve your goals through continuing education and exploration of new and entertaining content exclusively on SMU. Take advantage of our exclusive Digital Demos, which enhance the in-person or virtual sales demonstrations with new interactions and customized experiences, or catch up with past Life Changing Events, digital conferences, and past team meetings. Explore access learning on the go with the SMU Mobile Training App, Go.Learn, which provides you and your team the option to store training content for off-line use on your mobile devices while traveling to and from a customer's home.

Happy Learning,

*Devon Burch &
Amy Lightfoot*

The SMU Team

ASSOCIATES+

Access Level

Associates+ (Associates to Presidents)

Associates • Consultants • Distributors • CSC Admin/Dealership Trainers • Dealers • Sales Leaders

Course Name	Course Length	Course Quiz	Learning Plan
The Power of a Cooking Show with Cameron Voight	4 Minutes	No *Under Development	New Associates Training Day 2
How To Plan for a 30/30 with Kierra Rosebury	5 Minutes	No *Under Development	New Associates Training Day 3
Time Management with Wayne Fritz	6 Minutes	No *Under Development	New Associates Training Day 3
Using The Lifestyle Questionnaire Part II with Fannie Smee	5 Minutes	No *Under Development	New Associates Training Day 1
Using The Lifestyle Questionnaire Part I with Shawn Parkinson	3 Minutes	No *Under Development	New Associates Training Day 1
The Pot Test with Wayne Fritz	5 Minutes	No *Under Development	The Saladmaster Flip Chart
Importance of Customer Service with Fannie Smee	6 Minutes	No *Under Development	Customer Service
Building Your Business with Lead Generation with Fanie Smee	5 Minutes	No *Under Development	New Associates Training Day 3
Selling In The Kitchen with Cameron Voight	5 Minutes	No *Under Development	New Associates Training Day 2
Introduction to CRM with AJ Lombard	5 Minutes	No *Under Development	Your Saladmaster Success
Selling The Sets with Andrew Fritz	5 Minutes	Yes	New Associates Training Day 3
Setting The Stage with Andrew Fritz	3 Minutes	No *Under Development	New Associates Training Day 3
The Carrot Test with Shawn Parkinson	6 Minutes	No *Under Development	New Associates Training Day 2
Qualifying for Travel Club with Andrew Fritz	5 Minutes	No *Under Development	New Associates Training Day 3
Turning Features Into Benefits with Wayne Fritz	8 Minutes	No *Under Development	New Associates Training Day 2
Booking Dinners From Dinners with Fannie Smee	5 Minutes	No *Under Development	New Associates Training Day 2
How to build your Saladmaster Story with Kierra Rosebury	5 Minutes	No *Under Development	New Associates Training Day 1
Warm Market Qualifying Kierra Rosebury	6 Minutes	No *Under Development	New Associates Training Day 1
Warm Market Booking Kierra Rosebury	6 Minutes	No *Under Development	New Associates Training Day 1
Administration & Paperwork Ruby Weseman	4 Minutes	No *Under Development	New Associates Training Day 3
Salad Cutting with Shawn Parkinson	6 Minutes	No *Under Development	New Associates Training Day 2
6 Enemies Of Nutrition with Monette Caadan	8 Minutes	No *Under Development	The Flip Chart
Trial Closing with Paul Middlebrough	8 Minutes	No *Under Development	Sales Training
Psychology of the Sale with Paul Middlebrough	10 Minutes	No *Under Development	Sales Training Level 1
Understanding Your Product: Features & Benefit with Shawn Parkinson	8 Minutes	No *Under Development	Sales Training
Goal Setting for your future with Ayo Olaseinde	15 Minutes	No *Under Development	Your Saladmaster Success
Customer Service & Warranty with Wayne Fritz	5 Minutes	No *Under Development	Customer Service
Team Building using the stock program with Ayo Olaseinde	5 Minutes	No *Under Development	New Associate Training Day 2
Sticking to the script with Wayne Fritz	5 Minutes	No *Under Development	The Demonstration
Developing the Product	3 Minutes	No *Under Development	Soft Skill Development
Employee Onboarding	90 Minutes	No *Under Development	Soft Skill Development
Understanding Buyer Types	7 Minutes	No *Under Development	Soft Skill Development
Value Stream Mapping	60 Minutes	No *Under Development	Soft Skill Development
Product Knowledge	25 Minutes	No *Under Development	Soft Skill Development

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Course Name	Course Length	Course Quiz	Learning Plan
Value Led Sales Conversations	60 Minutes	No *Under Development	Soft Skill Development
Passion for Service Excellence	12 Minutes	No *Under Development	Soft Skill Development
Entrepreneurial Skills	90 Minutes	No *Under Development	Soft Skill Development
Delivering Innovation for Managers	60 Minutes	No *Under Development	Soft Skill Development
Understanding how your buyers think	7 Minutes	No *Under Development	Soft Skill Development
Customer Service: The art of body language	2 Minutes	No *Under Development	Soft Skill Development
Managing Stress at Work	15 Minutes	No *Under Development	Soft Skill Development
Retail Sales Academy	30 Minutes	No *Under Development	Soft Skill Development
Creating Clear Communications	1 Minutes	No *Under Development	Soft Skill Development
Introduction to Continuous Improvement	120 Minutes	No *Under Development	Soft Skill Development
Social Media Marketing & Digital Marketing Course	60 Minutes	No *Under Development	Soft Skill Development
Trust Building through effective communication	25 Minutes	No *Under Development	Soft Skill Development
Warm Marketing Qualifying SMU Classics	7 Minutes	No *Under Development	New Associates Training Day 3
Warm Market Booking SMU Classics	4 Minutes	No *Under Development	New Associates Training Day 1
First 2 weeks of Cooking SMU Classics	6 Minutes	No *Under Development	New Associates Training Day 1
The Purpose of the Flipchart SMU Classics	2 Minutes	No *Under Development	New Associates Training Day 1
Introduction to the Stock Program SMU Classics	4 Minutes	No *Under Development	New Associates Training Day 1
How to utilize the Lifestyle Questionnaire SMU Classics	5 Minutes	No *Under Development	New Associates Training Day 1
1-on-1 Dinner Booking SMU Classics	5 Minutes	No *Under Development	New Associates Training Day 2
Booking Dinners from Dinners SMU Classics	14 Minutes	No *Under Development	New Associates Training Day 2
The Carrot Test SMU Classics	5 Minutes	No *Under Development	New Associates Training Day 2
Features and Benefits Page on the Flipchart SMU Classics	6 Minutes	No *Under Development	New Associates Training Day 2
Turning Features Into Benefits SMU Classics	7 Minutes	No *Under Development	New Associates Training Day 2
Building Your Story SMU Classics	6 Minutes	No *Under Development	New Associates Training Day 3
The First Call Special SMU Classic	6 Minutes	No *Under Development	New Associates Training Day 3
The Power of a Dinner SMU Classic	6 Minutes	No *Under Development	New Associates Training Day 3
Showing the sets SMU Classic	4 Minutes	No *Under Development	New Associates Training Day 3
SSBP & Club 55 SMU Classic	4 Minutes	No *Under Development	New Associates Training Day 3
We Change Life SMU Classic	4 Minutes	No *Under Development	New Associates Training Day 3
Cooking School (Building Rapport with the Customer) SMU Classic	6 Minutes	No *Under Development	Communications
Hosting Gift SMU Classic	10 Minutes	No *Under Development	Communications
Newly Promoted Distributor SMU Classic	10 Minutes	No *Under Development	Communications
	10 Minutes	No *Under Development	
Success as a Cooking Show Coordinator SMU Classic	6 Minutes	No *Under Development	Communications



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Course Name	Course Length	Course Quiz	Learning Plan
Being A Cooking Show Coordinator SMU Classics	8 Minutes	No *Under Development	Communications
Front Talk (Building Up Rapport with the Customer) SMU Classics	9 Minutes	No *Under Development	Communications
Motivating Consultants SMU Classics	6 Minutes	No *Under Development	Motivation & Meetings
Communicating Effectively SMU Classics	13 Minutes	No *Under Development	Motivation & Meetings
Push Months SMU Classics	25 Minutes	No *Under Development	Motivation & Meetings
Dealing with People Problems and Bad Performance SMU Classics	5 Minutes	No *Under Development	People Skills
Core Values SMU Classics	2 Minutes	No *Under Development	Saladmaster History
Les Brown SMU Classics	8 Minutes	No *Under Development	Saladmaster History
Saladmaster History SMU Classics	9 Minutes	No *Under Development	Saladmaster History
The Company History SMU Classics	9 Minutes	No *Under Development	Saladmaster History
Selling the Sets SMU Classics	4 Minutes	No *Under Development	New Associate Training: Day 3
Social Media Do's and Don'ts Integrity Program	10 Minutes	Yes	Trust & Integrity Program

UNIVERSITY

Consultant Level

Consultants+ (Consultants to Presidents)

Consultants • Distributors • CSC Admin/Dealership Trainers • Dealers • Sales Leaders

Course Name	Course Length	Course Quiz	Learning Plan
Overcoming Financial Objections with Paul Middlebrough	10 Minutes	No *Under Development	Sales Training Level 1
Introduction to Overcoming Objections with Mark Jones	7 Minutes	No *Under Development	Sales Training Level 1
3rd Party Stories SMU Classics	7 Minutes	No *Under Development	Sales Training
Cost Justification SMU Classics	10 Minutes	No *Under Development	Sales Training
Creating Urgency On The Presentation SMU Classics	7 Minutes	No *Under Development	Sales Training
First Call Special SMU Classics	6 Minutes	No *Under Development	Sales Training
Handling Objections Up Front SMU Classics	10 Minutes	No *Under Development	Sales Training
Power Of A Dinner SMU Classics	3 Minutes	No *Under Development	Sales Training
Sales After The Sale SMU Classics	9 Minutes	No *Under Development	Sales Training
Situation & Circumstances SMU Classics	5 Minutes	No *Under Development	Sales Training
The Sales Cycle SMU Classics	9 Minutes	No *Under Development	Sales Training
Trial Closing SMU Classics	8 Minutes	No *Under Development	Sales Training
Turning Product Features into Benefits SMU Classics	7 Minutes	No *Under Development	Sales Training
The Cookware Set SMU Classics	2 Minutes	No *Under Development	The Demonstration
Easy & Convenient SMU Classics	3 Minutes	No *Under Development	The Flip Chart
Energy & Money Savings SMU Classics	3 Minutes	No *Under Development	The Flip Chart
First Impressions SMU Classics	4 Minutes	No *Under Development	The Demonstration
Features & Benefits SMU Classics	6 Minutes	No *Under Development	The Flip Chart
Hosting Program SMU Classics	2 Minutes	No *Under Development	The Flip Chart
How Did We Get Our Name SMU Classics	5 Minutes	No *Under Development	The Flip Chart
The Flipchart Menu SMU Classics	6 Minutes	No *Under Development	The Demonstration
Importance of the Flip Chart SMU Classics	2 Minutes	No *Under Development	The Flip Chart
Kitchen Investment SMU Classics	5 Minutes	No *Under Development	The Flip Chart
The Food Processor SMU Classics	22 Minutes	No *Under Development	The Demonstration
My Story SMU Classics	6 Minutes	No *Under Development	The Flip Chart
PCRM SMU Classics	3 Minutes	No *Under Development	The Flip Chart
Saladmaster Maximizes Nutrition SMU Classics	3 Minutes	No *Under Development	The Flip Chart
Developing Dinner Chains SMU Classics	6 Minutes	No *Under Development	Lead Generation
Saladmaster Protects Health SMU Classics	4 Minutes	No *Under Development	The Flip Chart
Setting up the Cookware Test SMU Classics	2 Minutes	No *Under Development	The Flip Chart
Tell Us About You SMU Classics	4 Minutes	No *Under Development	The Flip Chart
The Sets SMU Classics	4 Minutes	No *Under Development	The Flip Chart
The Welcome Page SMU Classics	9 Minutes	No *Under Development	The Flip Chart



consultants+

Consultant Level

Consultants+ (Consultants to Presidents)

Consultants • Distributors • CSC Admin/Dealership Trainers • Dealers • Sales Leaders

Course Name	Course Length	Course Quiz	Learning Plan
Psychology of the Sale with Paul Middlebrough	10 Minutes	No *Under Development	Sales Training Level 1



Dealer Level

Distributors+ (Distributors to Presidents)

Dealers • Sales Leaders

Course Name	Course Length	Course Quiz	Learning Plan
Running a Personal Team As A Dealer Andrew Clarke	5 Minutes	No *Under Development	Your Saladmaster Dealership
CSC Partnership Shawn Parkinson	3 Minutes	No *Under Development	Your Saladmaster Dealership
Intro To Social Media Ruby Weseman	5 Minutes	No *Under Development	Your Saladmaster Dealership
Why Accounting Is Important AJ Lombard	5 Minutes	No *Under Development	Understanding Finances Level 1
Understanding Accounting KPIs AJ Lombard	4 Minutes	No *Under Development	Your Saladmaster Dealership
Working with Finance Companies AJ Lombard	4 Minutes	No *Under Development	Your Saladmaster Dealership
Calculating Breakeven SAJ Lombard	5 Minutes	No *Under Development	Understanding Finances Level 1
Breakeven AJ Lombard	4 Minutes	No *Under Development	Your Saladmaster Dealership
Understanding Account Reports AJ Lombard	4 Minutes	No *Under Development	Your Saladmaster Dealership
Business Ethics (Dos and donts) Mark Jones	8 Minutes	No *Under Development	Your Saladmaster Dealership
Understanding your Gift Program SMU Classics	9 Minutes	No *Under Development	Booking Methods
New Associates SMU Classics	6 Minutes	No *Under Development	Booking Methods
Saladmaster Hosting Program SMU Classics	7 Minutes	No *Under Development	Booking Methods
Ways to Book Shows SMU Classics	9 Minutes	No *Under Development	Booking Methods
Ways to Generate Cooking Shows SMU Classics	9 Minutes	No *Under Development	Booking Methods
Becoming A Distributor SMU Classics	4 Minutes	No *Under Development	Building & Leading Your Team
Being A Distributor SMU Classics	1 Minutes	No *Under Development	Building & Leading Your Team
Effective Contest SMU Classics	6 Minutes	No *Under Development	Building & Leading Your Team
People Development SMU Classics	8 Minutes	No *Under Development	Building & Leading Your Team
DAS Call SMU Classics	7 Minutes	No *Under Development	Scripts
The Scripts SMU Classics	7 Minutes	No *Under Development	Scripts
Second Elevator Speech SMU Classics	5 Minutes	No *Under Development	Sponsoring
Open house SMU Classics	7 Minutes	No *Under Development	Sponsoring
Recruiting SMU Classics	4 Minutes	No *Under Development	Sponsoring
The Saladmaster Sponsoring Bonus Program SMU Classics	5 Minutes	No *Under Development	Sponsoring
The Stock Program SMU Classics	6 Minutes	No *Under Development	Sponsoring
Building A Time Table SMU Classics	3 Minutes	No *Under Development	Time Management
Dealership Weekly Schedule SMU Classics	5 Minutes	No *Under Development	Time Management
Body Language SMU Classics	6 Minutes	No *Under Development	Training
Day 1 SMU Classics	11 Minutes	No *Under Development	Training
Day 2 SMU Classics	5 Minutes	No *Under Development	Training
Day 3 SMU Classics	4 Minutes	No *Under Development	Training
In Office Trainer Program SMU Classics	7 Minutes	No *Under Development	Training
New Recruit Interview SMU Classics	6 Minutes	No *Under Development	Training

