



Tiger 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**

## Access Level

Associates+ (Associates to Presidents)

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

Course Name	Course Length	Course Quiz	Learning Plan
<b>The Power of a Cooking Show</b> with Sheriel Collado	3 Minutes	No *Under Development	New Associates Training Day 2
<b>Importance Of Customer Service</b> with Jheng Dilag	8 Minutes	No *Under Development	Customer Service
<b>The Cookware Test</b> with Wayne Fritz	10 Minutes	No *Under Development	The Flip Chart
<b>Warm Market Booking</b> with Jong Hernaez	6 Minutes	No *Under Development	New Associates Training Day 1
<b>My Saladmaster Journey</b> with Jong Hernaez	10 Minutes	No *Under Development	New Associates Training Day 1
<b>Warm Market Qualifying</b> with Jong Hernaez	10 Minutes	No *Under Development	New Associates Training Day 1
<b>Setting The Stage</b> with Dapinder Fidgett	4 Minutes	No *Under Development	New Associates Training Day 3
<b>How To Build Your Saladmaster Story</b> with Jong Hernaez	4 Minutes	No *Under Development	New Associates Training Day 1
<b>Selling In The Kitchen</b> with Haseeb Mohammad	4 Minutes	No *Under Development	New Associates Training Day 2
<b>Salad Cutting</b> with Haseeb Mohammad	4 Minutes	No *Under Development	New Associates Training Day 2
<b>Sticking To The Script</b> with Mark Jones	5 Minutes	No *Under Development	The Saladmaster Demonstration
<b>Selling The Sets</b> with Dapinder Fidgett	4 Minutes	No *Under Development	The Saladmaster Demonstration
<b>Time Management</b> with Sheriel Collado	4 Minutes	No *Under Development	New Associates Training Day 3
<b>Using The Lifestyle Questionnaire</b> with Mark Jones	5 Minutes	No *Under Development	New Associates Training Day 1
<b>6 Enemies Of Nutrition</b> with Monette Caadan	8 Minutes	No *Under Development	The Flip Chart
<b>Trial Closing</b> with Paul Middlebrough	8 Minutes	No *Under Development	Sales Training
<b>Psychology of the Sale</b> with Paul Middlebrough	10 Minutes	No *Under Development	Sales Training Level 1
<b>Understanding Your Product: Features and Benefit</b> with Paul Middlebrough	8 Minutes	No *Under Development	Sales Training
<b>Goal Setting for your future</b> with Ayo Olaseinde	15 Minutes	No *Under Development	Your Saladmaster Success
<b>Customer Service &amp; Warranty</b> with Wayne Fritz	5 Minutes	No *Under Development	Customer Service
<b>Team Building using the stock program</b> with Ayo Olaseinde	5 Minutes	No *Under Development	New Associates Training Day 2
<b>Sticking to the script</b> with Wayne Fritz	5 Minutes	No *Under Development	The Demonstration
<b>Developing the Product</b>	3 Minutes	No *Under Development	Soft Skill Development
<b>Employee Onboarding</b>	90 Minutes	No *Under Development	Soft Skill Development
<b>Understanding Buyer Types</b>	7 Minutes	No *Under Development	Soft Skill Development
<b>Value Stream Mapping</b>	60 Minutes	No *Under Development	Soft Skill Development
<b>Product Knowledge</b>	25 Minutes	No *Under Development	Soft Skill Development
<b>Value Led Sales Conversations</b>	60 Minutes	No *Under Development	Soft Skill Development
<b>Passion for Service Excellence</b>	12 Minutes	No *Under Development	Soft Skill Development
<b>Entrepreneurial Skills</b>	12 Minutes	No *Under Development	Soft Skill Development
<b>Delivering Innovation for Managers</b>	60 Minutes	No *Under Development	Soft Skill Development
<b>Understanding how your buyers think</b>	7 Minutes	No *Under Development	Soft Skill Development
<b>Customer Service: The art of body language</b>	2 Minutes	No *Under Development	Soft Skill Development
<b>Handling Stress</b>	15 Minutes	No *Under Development	Soft Skill Development

## Access Level

Associates+ (Associates to Presidents)

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

Course Name	Course Length	Course Quiz	Learning Plan
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	20 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 1
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
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
Introduction to the Stock Program SMU Classics	4 Minutes	No *Under Development	New Associates Training Day 1
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	25 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 Classics	6 Minutes	No *Under Development	New Associates Training Day 3
The Power of a Dinner SMU Classics	3 Minutes	No *Under Development	New Associates Training Day 3
Showing the sets SMU Classics	4 Minutes	No *Under Development	New Associates Training Day 3
SSBP & Club 55 SMU Classics	5 Minutes	No *Under Development	New Associates Training Day 3
We Change Life SMU Classics	2 Minutes	No *Under Development	Saladmaster History
Cooking School SMU Classics	6 Minutes	No *Under Development	Communications
Hosting Gift SMU Classics	10 Minutes	No *Under Development	Communications
Newly Promoted Distributor SMU Classics	7 Minutes	No *Under Development	Communications
Success as a Cooking Show Coordinator SMU Classics	6 Minutes	No *Under Development	Communications
Being A Cooking Show Coordinator SMU Classics	8 Minutes	No *Under Development	Communications
Front Talk SMU Classics	9 Minutes	No *Under Development	Communications
Motivating Consultants SMU Classics	6 Minutes		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 Day 3	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



# 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
<b>Saladmaster History</b> SMU Classics	9 Minutes	No *Under Development	<b>Saladmaster History</b>
<b>The Company History</b> SMU Classics	9 Minutes	No *Under Development	<b>Saladmaster History</b>
<b>Selling the Sets</b> SMU Classics	4 Minutes	No *Under Development	<b>New Associates Training</b> Day 3
<b>Social Media Dos and Don'ts</b> Trust & Integrity Program	10 Minutes	Yes	<b>Trust &amp; Integrity Program</b>



## Consultant Level

Consultants+ (Consultants to Presidents)

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

Course Name	Course Length	Course Quiz	Learning Plan
<b>Overcoming Financial Objections</b> with Paul Middlebrough	10 Minutes	No *Under Development	Sales Training Level 1
<b>Introduction to Overcoming Objections</b> with Mark Jones	7 Minutes	No *Under Development	Sales Training Level 1
<b>Psychology of the Sale</b> SMU Classics	2 Minutes	No *Under Development	The Demonstration
<b>3rd Party Stories</b> SMU Classics	8 Minutes	No *Under Development	Sales Training
<b>Cost Justification</b> SMU Classics	10 Minutes	No *Under Development	Sales Training
<b>Creating Urgency On The Presentation</b> SMU Classics	7 Minutes	No *Under Development	Sales Training
<b>First Call Special</b> SMU Classics	16 Minutes	No *Under Development	Sales Training
<b>Handling Objections Up Front</b> SMU Classics	10 Minutes	No *Under Development	Sales Training
<b>Power Of A Dinner</b> SMU Classics	3 Minutes	No *Under Development	Sales Training
<b>Sales After The Sale</b> SMU Classics	9 Minutes	No *Under Development	Sales Training
<b>Situation &amp; Circumstances</b> SMU Classics	5 Minutes	No *Under Development	Sales Training
<b>The Sales Cycle</b> SMU Classics	9 Minutes	No *Under Development	Sales Training
<b>Trial Closing</b> SMU Classics	8 Minutes	No *Under Development	Sales Training
<b>Turning Product Features into Benefits</b> SMU Classics	7 Minutes	No *Under Development	Sales Training
<b>The Cookware Set</b> SMU Classics	2 Minutes	No *Under Development	The Demonstration
<b>Easy &amp; Convenient</b> SMU Classics	3 Minutes	No *Under Development	The Flip Chart
<b>Energy &amp; Money Savings</b> SMU Classics	3 Minutes	No *Under Development	The Flip Chart
<b>First Impressions</b> SMU Classics	4 Minutes	No *Under Development	The Demonstration
<b>Features &amp; Benefits</b> SMU Classics	6 Minutes	No *Under Development	The Flip Chart
<b>Hosting Program</b> SMU Classics	2 Minutes	No *Under Development	The Flip Chart
<b>How Did We Get Our Name</b> SMU Classics	5 Minutes	No *Under Development	The Flip Chart
<b>The Flipchart Menu</b> SMU Classics	6 Minutes	No *Under Development	The Demonstration
<b>Importance of the Flip Chart</b> SMU Classics	2 Minutes	No *Under Development	The Flip Chart
<b>Kitchen Investment</b> SMU Classics	5 Minutes	No *Under Development	The Flip Chart
<b>The Food Processor</b> SMU Classics	22 Minutes	No *Under Development	The Flip Chart
<b>My Story</b> SMU Classics	6 Minutes	No *Under Development	The Flip Chart
<b>PCRM</b> SMU Classics	3 Minutes	No *Under Development	The Flip Chart
<b>Saladmaster Maximizes Nutrition</b> SMU Classics	3 Minutes	No *Under Development	The Flip Chart
<b>Developing Dinner Chains</b> SMU Classics	6 Minutes	No *Under Development	Lead Generation
<b>Saladmaster Protects Health</b> SMU Classics	4 Minutes	No *Under Development	The Flip Chart
<b>Setting up the Cookware Test</b> SMU Classics	2 Minutes	No *Under Development	The Flip Chart
<b>Tell Us About You</b> SMU Classics	4 Minutes	No *Under Development	The Flip Chart
<b>The Sets</b> SMU Classics	4 Minutes	No *Under Development	The Flip Chart
<b>The Welcome Page</b> SMU Classics	9 Minutes	No *Under Development	The Flip Chart





Distributors+

## Distributor Level

*Distributors+ (Distributors to Presidents)*

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

Course Name	Course Length	Course Quiz	Learning Plan
<b>Developing People</b> with Mark Jones	10 Minutes	No *Under Development	<b>Building &amp; Leading Your Team</b>
<b>Front Talk</b> with Mark Jones	8 Minutes	No *Under Development	<b>Leadership Development: People Skills</b>





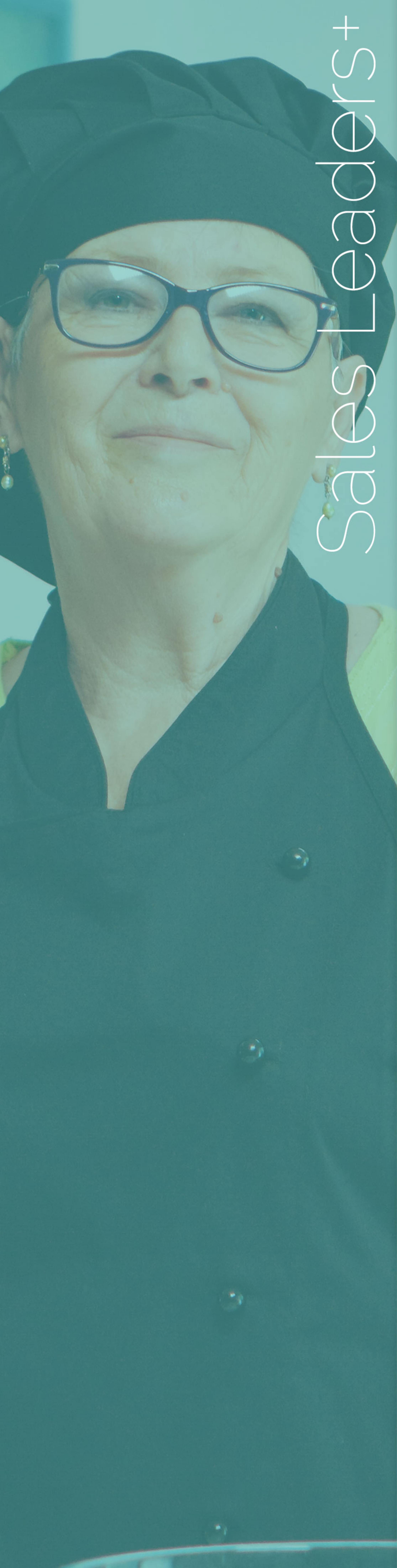
## Dealer Level

Distributors+ (Distributors to Presidents)

Dealers • Sales Leaders

Course Name	Course Length	Course Quiz	Learning Plan
<b>Running A Personal Team As A Dealer</b> with Jheng Dilag	7 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Introduction to CRM</b> with Dapinder Fidgett	3 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Using Your CSC Admin To Your Advantage</b> with Dapinder Fidgett	6 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Administration and Paperwork</b> with Dapinder Fidgett	8 Minutes	No *Under Development	Your Saladmaster Dealership
<b>How to Build a Brand with Social Media</b> with Dapinder Fidgett	10 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Understanding Accounting KPIs</b> with AJ Lombard	4 Minutes	No *Under Development	Your Saladmaster Dealership
<b>The Close: Working with Finance Companies</b> with AJ Lombard	4 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Calculating Breakeven and how to understand it</b> SMU Classics	5 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Breakeven</b> with AJ Lombard	4 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Understanding Account Reports</b> With AJ Lombard	4 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Business Ethics (Dos and donts)</b> with Mark Jones	9 Minutes	No *Under Development	Your Saladmaster Dealership
<b>Booking Referral Shows</b> SMU Classics	6 Minutes	No *Under Development	Booking Methods
<b>Understanding your Gift Program</b> SMU Classics	9 Minutes	No *Under Development	Booking Methods
<b>New Associates</b> SMU Classics	6 Minutes	No *Under Development	Booking Methods
<b>Saladmaster Hosting Program</b> SMU Classics	7 Minutes	No *Under Development	Booking Methods
<b>Ways to Book Shows</b> SMU Classics	9 Minutes	No *Under Development	Booking Methods
<b>Ways to Generate Cooking Shows</b> SMU Classics	9 Minutes	No *Under Development	Booking Methods
<b>Becoming A Distributor</b> SMU Classics	4 Minutes	No *Under Development	Building & Leading Your Team
<b>Being A Distributor</b> SMU Classics	11 Minutes	No *Under Development	Building & Leading Your Team
<b>Effective Contest</b> SMU Classics	6 Minutes	No *Under Development	Building & Leading Your Team
<b>People Development</b> SMU Classics	8 Minutes	No *Under Development	Building & Leading Your Team
<b>DAS Call</b> SMU Classics	7 Minutes	No *Under Development	Scripts
<b>The Scripts</b> SMU Classics	7 Minutes	No *Under Development	Scripts
<b>30 Second Elevator Speech</b> SMU Classics	5 Minutes	No *Under Development	Sponsoring
<b>Open house</b> SMU Classics	7 Minutes	No *Under Development	Sponsoring
<b>Recruiting</b> SMU Classics	4 Minutes	No *Under Development	Sponsoring
<b>The Saladmaster Sponsoring Bonus Program</b> SMU Classics	5 Minutes	No *Under Development	Sponsoring
<b>Dealership Weekly Schedule</b> SMU Classics	5 Minutes	No *Under Development	Time Management
<b>Body Language</b> SMU Classics	6 Minutes	No *Under Development	Training
<b>Day 1</b> SMU Classics	8 Minutes	No *Under Development	Training
<b>Day 2</b> SMU Classics	5 Minutes	No *Under Development	Training
<b>Day 3</b> SMU Classics	4 Minutes	No *Under Development	Training
<b>In Office Trainer Program</b> SMU Classics	7 Minutes	No *Under Development	Training
<b>New Recruit Interview</b> SMU Classics	6 Minutes	No *Under Development	Training





Sales Leaders+

## Sales Leader Level

*Sales Leaders+ (Area Managers to Presidents)*

Course Name	Course Length	Course Quiz	Learning Plan
<b>People Development</b> SMU Classics	8 Minutes	<b>No</b> *Under Development	<b>Building &amp; Leading Your Team</b> SMU Classics

