



2019 Alliance Franchise Brands Learning Sessions

There are so many great options for Learning Sessions at Convention 2019 in Grapevine, and we're excited for you to be able to take advantage of this opportunity. As we've done in the past, Learning Sessions will be led by a combination of Franchise Members, third-party experts and Home Office staff.

All sessions are geared toward Sign & Graphics Division (SGD) Members, Marketing & Print Division Members (MPD) Members or everyone. There are some sessions that are Division specific and are marked as such under the session name in this document.

If you have any questions about class choices, please contact Jennifer London at jenniferl@alliancefranchisebrands.com. To register for Convention and pick sessions to attend, visit www.AFBConvention2019.com.

Wednesday 3/13

Profit Mastery Class...Succession Planning, Exit Strategies and Valuation

8:30 a.m. – 2:30 p.m. • Lunch will be provided at noon

Instructor: Steve LeFever, Chairman, Profit Mastery

Geared to: Everyone • Available to: Everyone

Join this pre-Convention session facilitated by Steve LeFever about the things you'll want to consider as you map out your Center's succession plan and exit strategy options. If you are new to the network or planning to retire in the near future, this session is for you. Steve will highlight the key elements to consider as you plan for your Center's future.

Thursday 3/14

Session A: 1:45 – 2:45 p.m.

A07: Getting the Most Out of Your iSite (Centermark platform)

Geared to: MPD • Available to: MPD/Dual Brand Only

Your website is one of your most powerful assets to drive brand awareness and lead generation. Learn the ins and outs of the Centermark platform, including:

- Top reports you should review each week
- Best practices for reviewing incoming calls and coaching your team with follow-up
- Where to provide feedback on the leads you are receiving to improve conversions
- How to get text messages about your website performance

(This session is also available in Session D.)

A08: How to Win at Local SEO & PPC

Gearred to: MPD • **Available to:** MPD/Dual Brand Only

If you'd like to see increased traffic, leads and/or conversions on your website, learn how to deploy best practices to maximize performance. From SEO tactics like link building, to paid search campaigns, find out what is driving results for the brand and Franchise Members. We'll share best-performing campaign data, case studies and actionable steps to get you where you want to be online.

A09: Workflow

Gearred to: MPD • **Available to:** MPD/Dual Brand Only

Interested in using software solutions to better communicate with your team and access processes to work more efficiently? Join us to learn best practices for your MIS solution and understand the power it has to enhance workflow. The session will include proven workflow design options, and ways to understand and use your software more efficiently.

A10: Beyond Posters & Banners

Gearred to: MPD • **Available to:** MPD/Dual Brand Only

A recent SGIA survey revealed that 93% of printers see graphics and signage as the best opportunity for expansion to better serve their customers. Join this interactive session to uncover sales and marketing ideas, and specific signage applications to sell to your clients and prospects today. This workshop is for Centers with latex or eco-solvent equipment.

A11: Direct Mail Meets Digital Integration

Gearred to: MPD • **Available to:** MPD/Dual Brand Only

Looking for a proven way to help clients increase direct mail response rates while generating additional revenue for your business? Combining direct mail with digital channels is the answer! Hear how integrating mail with call tracking, online advertising and social media can increase conversion and boost spending.

A12: Emerging Print Trends

Gearred to: MPD • **Available to:** MPD/Dual Brand Only

What does the future hold for the print industry? It seems like every day new technology and innovations emerge, making it difficult for even the most sophisticated Member to keep up. Join us for an interactive discussion about what's new, what's different and what hasn't changed in the printing world. Discover the opportunities of new products/services, trends and innovations, as well as how they can deepen client relationships and drive additional revenues.

Thursday 3/14

Session B: 3 – 4 p.m.

B01: Gain Customer Insights with Survey Advantage

Gearred to: Everyone • **Available to:** Everyone

This session will provide specific guidance on how to best use the Survey Advantage marketing software tool, to improve customer satisfaction, facilitate customer testimonials, manage products and service quality and increased sales. We will also discuss how to identify your Center's key metrics to help you achieve your business goals, and specific tools to help you identify areas that may need attention.

B02: Why Adding B2B eCommerce as a Service Makes Dollars and Sense

Geared to: Everyone • Available to: Everyone

Would you benefit from reduced expenses and increased revenues? Then join us for this session about adding branded B2B portal (WorkStream™ eCommerce) to your services mix. Helping customers order their own branded collateral from an online portal creates high value - to you and your customers. [\(This class is also offered in Session E.\)](#)

B03: Right People - Right Seats!

Geared to: Everyone • Available to: Everyone

You've read about it, you've heard about it, you know it: If you surround yourself with the right people and put them in the right seats, your business will flourish. During this session, we'll discuss how your Core Values coupled with two EOS® foundational tools, the People Analyzer and the Accountability Chart, can help you develop a winning culture and help grow your business.

B05: Leveraging Supplier Relationships

Geared to: Everyone • Available to: Everyone

Our supplier partners provide us with much more than just the software and hardware to offer the services that our clients need. They understand our budgets, needs and pain points which helps them recommend solid solutions for the network and individual Centers. They also have materials and training tools to help you sell more! Come to this session and learn how to:

- Leverage supplier marketing programs and other resources to grow your business.
- Access supplier and industry research to make informed decisions.

B06: PR101: How to be a Newsmaker in Your Market

Geared to: Everyone • Available to: Everyone

Publicity is a great way to augment your local marketing. Learn what constitutes "news" in your Center, how to gain positive media coverage and important ways to extend the message for greater visibility and brand awareness.

B07: Social Media 101

Geared to: Everyone • Available to: Everyone

The majority (97%) of businesses are active on social media, yet only 20% see actual results. Learn how to incorporate social media into your multi-channel marketing plan. This session will help you:

- Understand the best social media channels for B2B
- Design a plan to increase connections and fans
- Better manage your time and avoid rabbit holes
- Outline a posting calendar, including your visual content
- Determine what data to review and why

[\(This class is also offered in Session C.\)](#)

B08: Increase Your Print & Mail Business: It Begins & Ends with Data

Geared to: MPD • Available to: MPD/Dual Brand Only

You can add value to your clients' campaigns and drive new revenue opportunities by embracing the power of data and personalization. This session will cover strategies on how to more efficiently and effectively acquire, manage and work with data to make it relevant to your customer. You'll walk away with best practices for identifying the right targets for variable data projects, sales techniques that will drive more value-added discussions and more.

B09: Canadian Trends and Country Specific Opportunities

Geared to: Canadian Franchise Members • Available to: Everyone

The Canadian business environment is changing. This session will focus on Canada-specific issues and opportunities including Canada-U.S. trade agreements, cash flow financing options, new supplier programs, promotional products partners, sharing of Canadian Franchise Member success stories and more.

B10: Developing a "WOW" Customer Culture

Geared to: Everyone • Available to: Everyone

Learn how to engage with prospects and customers by instilling a "How May I Help You?" mindset in your Team. We'll highlight those "moments of truth" to illustrate to Team Members that everyone in your Center makes a difference in how customers perceive your business. [\(This class is also offered in Session C.\)](#)

Thursday 3/14

Session C: 4:15 – 5:15 p.m.

C01: Put Power in Your Prospecting

Geared to: Everyone • Available to: Everyone

Prospecting for golden customers takes work. Learn the best practices to gain new customers, uncover new opportunities and build more meaningful business relationships, especially in a time of competing internet prices, downsizing customers and other external factors. "There's gold in them thar customers!" [\(This class is also offered in Session E.\)](#)

C02: Using Office 365 for Better Communication and Collaboration

Geared to: Everyone • Available to: Everyone

If you ever wondered if there was more to Office 365 than Word, Excel and PowerPoint, this is the session for you. This session will highlight the complementary applications you should use for collaboration, communication and efficiency. [\(This class is also offered in Session E.\)](#)

C03: 24 Hours in a Day - Make the Most of it!

Geared to: Everyone • Available to: Everyone

How is it that some people get so much done in a day while others struggle to check one thing off their "to do" list? We all know that you cannot buy time, but we can choose how we spend our time. During this session, you'll:

- Learn how to focus on the "important" things and use your time more effectively.
- Hear proven tips, tricks and techniques to help strengthen your time effectiveness and take your productivity to the next level.

[\(This class is also offered in Session F.\)](#)

C04: Developing a "WOW" Customer Culture

Geared to: Everyone • Available to: Everyone

Learn how to engage with prospects and customers by instilling a "How May I Help You?" mindset in your Team. We'll highlight those "moments of truth" to illustrate to Team Members that everyone in your Center makes a difference in how customers perceive your business. [\(This class is also offered in Session B.\)](#)

C05: Taking Your B2B eCommerce Sales Effort to the Next Level

Geared to: Everyone • Available to: Everyone

If you have at least two clients ordering materials from you on a branded WorkStream™ eCommerce portal, you won't want to miss this session to help you kick your sales efforts into high gear. There are endless opportunities to get new clients using online portals for ordering print and marketing materials and now's the time to capitalize on it. Learn from others who are successfully engaging clients to order online, and how it is building more loyal relationships and improving their bottom line. [\(This class is also offered in Session F.\)](#)

C06: Coaching to Peak Performance

Geared to: Everyone • Available to: Everyone

No elite athlete or successful sales or business person got there completely on their own. They had mentors and coaches to help them discover their potential.

Coaching is defined as extending traditional training methods to focus on:

- An individual's needs and accomplishments
- Close observation
- Impartial and non-judgmental feedback on performance

Learn techniques to demonstrate, observe and critique employees to develop the desired skill sets for their position in your Center.

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- Outline a posting calendar, including your visual content
- Determine what data to review and why

[\(This class is also offered in Session B.\)](#)

C08: 2 Second Lean 101

Geared to: Everyone • Available to: Everyone

Are you using your untapped employee genius to its full advantage? Are motivation and engagement an issue? 2 Second Lean has proven solutions to these and several other questions. This presentation will provide the how-to to become a leaner, more productive business. Learn about other Centers that have become 2 Second zealots and how to:

- Avoid the eight wastes
- Implement the basics
- Supercharge your employees to re-invent their jobs

C09: Impactful Promotional Products Solutions

Geared to: Everyone • Available to: Everyone

Promotional products can have a positive impact on your clients' brand awareness campaigns, drive client retention and attract new clients. During this session; we'll explore:

- How to clarify what objective your clients are trying to fill via promotional products
- How to select and/or recommend promotional items that will meet their needs
- Positioning a good, better, best recommendation to assist in your clients' decision-making process.

C10: The B2B Sales Funnel: Fill it for your Center or your Client

Geared to: Everyone • Available to: Everyone

All marketing tactics come with a different price tag, and they serve different purposes when it comes to filling your (or your customer's) sales funnel. Learn which tactics work best together to drive awareness, generate leads and make the phone ring.

Saturday 3/16

8:15 – 9:15 a.m.

D07: Understand KPIs for Improved Center Performance

Geared to: MPD • Available to: MPD/Dual Brand Only

Learn how to take advantage of the Operating Ratio Study (ORS) and Profit Mastery. ORS is the go-to report that defines our key performance indicators to help us make decisions that positively impact how well our business operates. The new Profit Mastery format focuses on helping you react to issues earlier and course-correct for better outcomes.

D08: Getting the Most Out of Your iSite (Centermark platform)

Geared to: MPD • Available to: MPD/Dual Brand Only

Your website is one of your most powerful assets to drive brand awareness and lead generation. Learn the ins and outs of the Centermark platform, including:

- Top reports you should review each week
- Best practices for reviewing incoming calls and coaching your team with follow-up
- Where to provide feedback on the leads you are receiving to improve conversions
- How to get text messages about your website performance

(This class is also offered in Session A.)

D09: 5 Tried-and-True Processes to Protect & Grow Your Customer Base

Geared to: MPD • Available to: MPD/Dual Brand Only

Are incoming leads to your Center being contacted within four business hours? Is your team following up on 100% of your estimates? Are you winning at least 50% of your quotes? Great customer relationships are the foundation of a growing business. Learn how sticking to the basics and implementing daily processes can help you grow your sales and help your team stay focused.

D10: Adding Retail Online Ordering to Your Website

Geared to: MPD • Available to: MPD/Dual Brand Only

Today's print buyers expect the convenience of ordering a product or service online. Learn what it takes to offer online ordering to your customers, including, pricing, setup and promotion. You'll see the results of our retail online ordering beta test group and more.

D11: Driving Sales Growth Through Integrated Marketing & Sales Plans

Geared to: MPD • Available to: MPD/Dual Brand Only

Marketing and sales plans are important throughout the year. Are yours in place and producing the results you desire? If yes, great! Join this session and share your success. If not, that's okay. It's not too late to put your plan in place. During this session, we'll share:

- The key elements for a successful marketing plan and how to determine its success.
- Success stories from across the network.
- How to establish accountability for customer touchpoint activities to drive sales growth

D12: Increasing Your Average Transaction

Geared to: MPD • Available to: MPD/Dual Brand Only

Marketing Metrics research shows that the probability of selling to an existing customer is 60-70% versus 5-20% for a new prospect. Take advantage of the face-time (or phone time) with the right talk track that will up-sell your customers into a bigger purchase. Whether it's adding direct mail services to a print quote or adding digital advertising to direct mail, we can help you change the conversation and grow your business.

Saturday 3/16

12:30 – 1:30 p.m.

E01: Leveraging Alliance University

Geared to: Everyone • Available to: Everyone

Do you find you have good intentions to onboard and train your new employees but lack the time or resources? Do some of your long-term employees need a refresher on how to work with customers, how to position services or understand a new product? This session will introduce you to Alliance University and the classes, both live and online, that are available to you and your team. Navigate Alliance University, explore the webcasts repository, and see how the Online Learning Center can help you onboard your new employees more efficiently.

E03: Why Adding B2B eCommerce as a Service Makes Dollars and Sense

Geared to: Everyone • Available to: Everyone

Would you benefit from reduced expenses and increased revenues? Then join us for this session about adding branded B2B portal (WorkStream™ eCommerce) to your services mix. Helping customers order their own branded collateral from an online portal creates high value - to you and your customers. [\(This class is also offered in Session B.\)](#)

E04: Dual Brand Curious?

Geared to: Everyone • Available to: Everyone

Whether you have a Sign & Graphics franchise and are curious about the Marketing & Print opportunity or vice versa, this session will help you determine if a dual brand is a strategic diversification path that is right for you. We'll discuss the options of purchasing an independent company and rebranding, transitioning an existing franchise brand or expanding your own facility.

E05: Put Power in Your Prospecting

Geared to: Everyone • Available to: Everyone

Prospecting for golden customers takes work. Learn the best practices to gain new customers, uncover new opportunities and build more meaningful business relationships, especially in a time of competing internet prices, downsizing customers and other external factors. "There's gold in them thar customers!" **(This class is also offered in Session C.)**

E06: Using Office 365 for Better Communication and Collaboration

Geared to: Everyone • Available to: Everyone

If you ever wondered if there was more to Office 365 than Word, Excel and PowerPoint, this is the session for you. This session will highlight the complementary applications you should use for collaboration, communication and efficiency, including:

- OneDrive
- OneNote
- Teams
- Planner

(This class is also offered in Session C.)

E07: Flexing Your Acquisition Muscle at the Right Place and Time

Geared to: Everyone • Available to: Everyone

Learn from those who have nurtured relationships with their local competition to grow revenue through acquisitions. This session will cover how to:

- Effectively approach local independents
- Keep the conversation going until they're ready to sell
- Use supplier connections to be there at the right time

E08: How to Leverage the Power of the Network

Geared to: Everyone • Available to: Everyone

Come and hear revealing stories about how your fellow Franchise Members have banded together to provide outstanding customer service and grow even stronger! The panel will discuss how they have monetized the "power of the network" by using expertise of other Franchise Members to provide services they were unable to provide on their own.

E09: Taking EOS Implementation to the Next Level

Geared to: Everyone • Available to: Everyone

Have you started implementing the EOS business planning process in your Center? Are you experiencing some level of success but know it could be better? Is it time to reset? This session will provide a refresher on the five foundational tools of EOS and share the best practices of Centers that are experiencing the benefits of using the tools.

E10: How to Drive New Sales From Current Customers

Gearred to: Everyone • Available to: Everyone

Studies confirm that it takes five times the effort and resources to convert a new prospect to a customer than it does to upsell an existing customer. That is why successful Centers focused on learning more about their top customers and establishing habits to keep on top of the changes in their customers' businesses. During this session, you'll learn how to:

- Identify who to target within your account base
- Build stronger customer relationships
- Make the shift from supplier to partner

Saturday 3/16

1:45 – 2:45 p.m.

F01: Readiness to Sell: Building a Profitable Exit Strategy

Gearred to: Everyone • Available to: Everyone

Whether retirement is three, five or 10 years out, it's never too early to start planning your exit strategy. Attend this candid and informative panel session, and learn from recent buyers and sellers on how to exit on your terms.

F02: Save Time, Save Waste with 2 Second Lean 201

Gearred to: Everyone • Available to: Everyone

Are you using your untapped employee genius to its full advantage? Are motivation and engagement an issue? 2 Second Lean has proven solutions to these and several other questions. This presentation will provide the how-to to become a leaner, more productive business. Learn from other Centers that have become 2 Second zealots how to:

- Avoid the eight wastes
- Implement the basics
- Surpercharge your employees to re-invent their jobs

F03: The Hub: Your Path to Franchise Training, Information and Support

Gearred to: Everyone • Available to: Everyone

The Hub is your centralized portal for information, training and support from the Home Office. Learn how the Hub can keep you and your team connected with the latest and most important resources. Spend less time digging for what you need, and let the Hub help you to focus on operating your business. You'll learn how to:

- Access documents, supplier information and other learning materials
- Stay current on the latest news from around the network
- Collaborate with other Franchise Members on the Discussion Boards

F04: Taking Your B2B eCommerce Sales Effort to the Next Level

Gearred to: Everyone • Available to: Everyone

If you have at least two clients ordering materials from you on a branded WorkStream™ eCommerce portal, you won't want to miss this session to help you kick your sales effort into high gear. There are endless opportunities to get new clients using online portals for ordering print and marketing materials, and now's the time to capitalize on it. Learn from others who are successfully engaging clients to order online, and how it is building more loyal relationships and improving their bottom line. [\(This class is also offered in Session C.\)](#)

F05: Adobe Creative Cloud: Best Practices and Hidden Gems

Geared to: Everyone • Available to: Everyone

Adobe's Creative Cloud is a mainstay in our graphics departments, providing core tools that we use every day to edit and produce client logos, layouts and designs.

This session will focus on a review of the best practices for the core applications we use every day, including Illustrator, Photoshop, InDesign and Acrobat Professional.

We will also dive deeper to reveal some of the hidden gems and newer features.

F06: Driving Sales Accountability Through Goal Setting

Geared to: Everyone • Available to: Everyone

This session will provide specific examples on establishing sales goals, gaining commitment to meet and exceed those goals and tracking performance for your Center's sales success. We'll identify the differences between sales leadership, sales coaching and sales management and discuss what key activities deliver results, how to effectively measure them and how to use performance improvement plans to get back on track.

F07: Finding and Retaining Talent for Your Center

Geared to: Everyone • Available to: Everyone

Today's employment landscape is shifting, unemployment levels are at all-time lows and employee expectations are changing. During this session, you'll learn:

- What you can do to attract the right people to your business.
- Unexpected places to find the skill sets you are seeking.
- How to confidently assess candidates to determine if they are a "fit" for your business.

F08: Selling to Nonprofits

Geared to: Everyone • Available to: Everyone

To grow, a nonprofit must understand the donor journey of their biggest category of supporters... individuals. Donations from individuals make up more than 70% of dollars donated each year. Marketing must be designed to attract them, get that first donation and then keep them engaged to make recurring and larger donations. Learn about the donor journey and how it can help your Center uncover new solutions and grow sales when serving nonprofit clients.

F09: 24 Hours in a Day - Make the Most of It!

Geared to: Everyone • Available to: Everyone

How is it that some people get so much done in a day while others struggle to check one thing off their "to do" list? We all know that you cannot buy time, but we can choose how we spend our time. During this session, you'll:

- Learn how to focus on the "important" things and use your time more effectively.
- Hear proven tips, tricks and techniques to help strengthen your time effectiveness and take your productivity to the next level.

(This class is also offered in Session C.)

F10: Selling Vehicle Wraps

Geared to: Everyone • Available to: Everyone

Vehicle wraps are rolling advertisements that many businesses don't yet take advantage of. Learn how to guide the conversation with customers about vehicle wraps. Understand how to ask the key consultative questions that will put you in the position of adding relative marketing value to your clients' business success instead of competing on lowest price.