



2020 Alliance Franchise Brands Learning Sessions

"Leadership and learning are indispensable to each other." – John F. Kennedy

Are you ready to learn something new? Build your skills and discover new ways to solve common business challenges during the 2020 Convention Learning Sessions, led by Franchise Members, third-party experts and Home Office Team Members.

All sessions are geared toward Sign & Graphics Division (SGD) Members, Marketing & Print Division Members (MPD) Members or Franchise Members in both divisions. The sessions that are division-specific are indicated as either MPD or SGD.

If you have any questions about class choices, please contact Holly Harding at hollyh@alliancefranchisebrands.com. To register for the Convention and select sessions to attend, visit www.AFBConvention2020.com.

Wednesday 3/25

Pre-Convention Workshops

CoreBridge

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

Instructor: Melissa Wilcken, CoreBridge, Nick Geier & Will Brown, Home Office

Geared to: SGD/Dual Brand Only

Join members of the Home Office Support Team, as well as representatives from CoreBridge, for a more in-depth and advanced discussion of the current CoreBridge system. If you are a current CoreBridge user, this workshop is for you. Learn advanced skills that will enable you to utilize CoreBridge to its fullest potential for you and your staff.

Thursday 3/26

Workshops

How to Sell Vehicle Graphics

2:00 – 4:45 pm.

Instructor: Joanna Havey, Avery Dennison

Geared to SGD • Available to SGD/Dual Brand Only

Discover proven ways to improve your odds of selling vehicle graphics and how to set realistic customer expectations to ensure your customers are wowed. We'll also share ideas on the most profitable industries to target. You'll learn:

- Promotional messages and sales talking points that focus on the value of vehicle graphics vs. other marketing channels
- How to overcome common pricing objections

Selling to Industry Verticals

2:00 – 4:45 p.m.

Instructor: Tom Hutchinson, Ron Frost, Scott Kozaruk, Joe Mauldin, Home Office

Geared to SGD • Available to SGD/Dual Brand Only

Take a deep dive into some of the top vertical markets and walk away with the most effective ways to break into some of the most lucrative industries. You'll learn:

- Who the decision-makers are and how to approach them
- What associations membership will help you get in the door
- What are the pain points that our solutions help to resolve
- An understanding of the industry to make you a knowledgeable solutions provider

Learning Sessions

Session C: 2:00 – 3:15 pm.

C02: Updating Your Website for SEO Success

Instructor: Russell Burnett & Joel Farnsworth, Online Image

Geared to SGD • Available to SGD/Dual Brand Only

One of the biggest challenges to web marketing is maintaining a strong presence so that your site can be easily found. This session will show you which updates are critical to having your website among the top search engine returns for those who are looking for the products and services that you offer. You'll learn:

- How to obtain inbound links from reliable sources
- How to choose the right alt tags for your photos to improve searchability
- How to get ready for voice search

C03: Large Projects: Where Do I Start?

Instructor: Mike Fetter, Peachtree City Foamcraft, Carlos Olivierda, EBSCO & Tim Schaumburg, Home Office

Geared to SGD • Available to SGD/Dual Brand Only

While a big project sounds great from a sales standpoint, it can be overwhelming with details that can create obstacles to get the work done on budget and time for even the best operators. Preparation and planning are key, from selling to installation. You'll learn:

- What the permit needs are for large projects
- When and why to keep the electrical component top-of-mind
- How to select the right installation partner

C04: Five Responsibilities of Sales Leadership

Instructor: Rocky LaGrone, CEO, Sales Development Expert

Geared to SGD • Available to SGD/Dual Brand Only

Sales leadership *can* be learned to transform average performers into rock stars! By following proven steps, you'll discover how to be a stronger coach, ways to motivate results while promoting accountability among your sales team.

C05: International Sign Association (ISA) – Much More than Just an Expo

Instructor: Craig Campbell, International Sign Association

Geared to SGD • Available to SGD/Dual Brand Only

Scheduled to launch in January 2020, the Sign & Graphics Division has partnered with ISA to bring you paid membership benefits **at no cost to you!** Learn about all the ISA benefits available and how to access them. ISA online classes available.

(This class is also offered in Session D.)

C06: Using the New CRM

Instructor: Ron Frost, Home Office (TENTATIVE)

Geared to SGD • Available to SGD/Dual Brand Only

Learn from our approved Content Relationship Management system, the basics from data entry to final sale. You'll learn:

- How to upload leads into the system
- How to set up follow-up emails to keep the conversation going with those who may not immediately be ready to buy
- Tips for logging calls
- What critical data points should be reviewed and at what intervals

C07: Using Flexible LED – A Fast-growing Alternative to Neon

Instructor: G2G or Grimco

Geared to SGD • Available to SGD/Dual Brand Only

Neon may be on its way out, but Flexible LED is a great replacement. We will show you how to make those neon-looking signs using flexible LEDs or outlining buildings with LEDs. You'll learn:

- How to cut, connect and finish
- How to install in interior and exterior environments
- What is needed and how to order

(This class is also offered in Session D.)

C08: Increase Profit by Selling Design Services

Instructor: Jon Osborne, Image360 Mokena Illinois

Geared to SGD • Available to SGD/Dual Brand Only

Do you ever feel like you are giving away too many free designs? Are you looking for a different way to generate more profit? Talented designers are compensated for their services; this includes your design staff! The team at Image360 Mokena has created and implemented a design pricing guide and increased their design services revenue by nearly 100% in the first year.

During this session, we will review how to:

- Implement a Design Centric Culture
- Evaluate Design Fees vs Designer Salaries
- Create “Buy-In” for Design & Sales Staff
- Charge for Design More Frequently
- Increase Revenue and Profit with Design Services

Thursday 3/26

Session D: 3:30 – 4:45 pm p.m.

D01: How to Take, Tag & Upload Photos to Boost Online Visibility

Instructor: James Lyons, Home Office

Geared to SGD • Available to SGD/Dual Brand Only

Visual assets, like images, are some of the most compelling content you can use to enhance your online presence. But all images are not created equal for your website, Google My Business and social media platforms. In fact, poor quality photos can do more harm than good! Using EZ Photo Upload, you'll learn:

- How to share and tag images of your customer projects on social channels
- How to create product showcases in Google My Business

D02: Best Practices for Using Video in Marketing

Instructor: David Frederick, Home Office

Geared to SGD • Available to SGD/Dual Brand Only

Get tips and tricks that you can use today to turn photos into videos, how to make simple videos, and how to use these videos to increase your Center's visibility online. You'll learn:

- Which online software makes video creation easy
- How to use your smartphone to take professional-looking video
- How long your videos should be to garner the best results

D03: SGD Sales Process

Instructor: Tom Hutchinson, Home Office

Geared to SGD • Available to SGD/Dual Brand Only

Hear about the extensive, metrics-driven program that has been developed to help you grow your business through a more effective sales process. Walk away with a clear understanding of how to develop, track and move leads toward buying. You'll learn:

- What tactics convert to the most sales
- How, when and why to follow up on your most promising leads
- How to identify when it's the right time to close the sale

D04: The International Sign Association (ISA) - Much More Than Just an Expo

Instructor: Craig Campbell, International Sign Association

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Scheduled to launch in January 2020, the Sign & Graphics Division has partnered with ISA to bring you paid membership benefits **at no cost to you!** Learn about all the ISA benefits available and how to access them. ISA online classes available.

(This class is also offered in Session C.)

D05: Grow Your Center with Effective Networking

Instructor: Brad Beller, Image360 Scottsdale Arizona & Angie Schepers, Image360 Vero Beach Florida

Geared to SGD • Available to SGD/Dual Brand Only

Have you tried one or more networking groups but feel you gain nothing from it? Do you wonder when the referrals will start rolling in? How long should you be involved and just how much work should you put into a networking group before you throw in the towel? Hear from fellow Franchise Members who have perfected the networking process and learn how they did it. You'll learn:

- What you should look for when choosing a networking group
- How to use meetings to further relationships
- When you can expect results

D06: Blueprints: What is a Sign Schedule?

Instructor: Phil Smith, Home Office

Geared to SGD • Available to SGD/Dual Brand Only

Where do you even begin to look for the sign schedule in a contractor's blueprints? What are some common mistakes made by other signage and graphic companies? What alternatives should you be looking for and what other opportunities could you benefit from when reading blueprints? These questions will be identified and discussed during this session, which includes some industry experts and fellow Franchise Members who have learned just what to look for.

D07: Sales Coaching: Getting the Most Out of Your Team

Instructor: Rocky LaGrone, CEO, Sales Development Expert

Geared to SGD • Available to SGD/Dual Brand Only

Once you have a salesperson or team in place, how can you best motivate them to produce results for your business? Rocky LaGrone will share some secrets from his 25+ year of experience in sales to help you improve the "sales-ability" of your team. Learn about your team's "Sales DNA" and their selling competencies to take advantage of the talent they have within.

D08: Using Flexible LED – A Fast-growing Alternative to Neon

Instructor: G2G or Grimco

Geared to SGD • Available to SGD/Dual Brand Only

Neon may be on its way out, but Flexible LED is a great replacement. We will show you how to make those neon-looking signs using flexible LEDs or outlining buildings with LEDs. You'll learn:

- How to cut, connect and finish
- How to install in interior and exterior environments
- What is needed and how to order

(This class is also offered in Session C.)

Friday 3/27

Workshops

Dual Brands Workshop: Refining Our Vision and Planning for Your Future

2:00 p.m. – 5:00 p.m.

Instructors: Brian Hunter, Gary Owen, Jessica Eng, Burke Cueny, Mike Dye, John Castillo, Home Office

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

We spent the better part of 2019 really digging deep into what makes a dual brand business tick. We heard feedback from dual brand Franchise Members. We engaged with dual brand customers and team members. We also worked with outside resources to gain greater perspective. What we learned has informed a refined vision for dual brands. What we are planning will streamline the way we support your business operations. You'll learn:

- How dual-branded locations are performing now and where there's room to improve
- The data gathered from the field that can help you develop an action plan to drive growth
- How enhanced Dual Brand support will make it easier to manage your business
- Ways to apply a refined sales and marketing approach

Creating a Safe Work Environment in your Center

2:00 p.m. – 5:00 p.m.

Instructor: Brian Baker, Home Office

Geared to: Everyone • Available to: Everyone

Are your employees working in a safe and healthy environment? Learn about how to incorporate Safety Standards into your Center. You will become familiar with the written/training documentation that safety inspectors may look for if they were to visit your facilities. You will learn:

- How to write a Hazard Communication Plan
- How to write an Emergency Action Plan
- How to write a LockOut-TagOut Plan
- How to write a Fire Prevention Plan
- How to acquire, read and inventory your Safety Data Sheets

Learning Sessions

Friday 3/27

Session E: 2:00 – 3:15 p.m.

E01: Workstream Workflow: Driving Efficiency and Profitability

Instructors: Danny Wilson, Ryan Mastako & Nick Geier, Home Office

Geared to: Everyone • Available to: Everyone

We continue to feel the pressure of a consolidating industry with tighter margins and faster turnaround requests. We must maximize the resources we have and ensure the engagement of our team with our customers who have the highest value impact. In this session, you'll learn:

- The WorksStream™ workflow, integration and automation options
- What you can do for your business to take the first step or the next step
- How your time and resources can be redeployed to revenue-driving activities

(This class is also offered in Session F.)

E02: Finding & Retaining Employees for Your Center

Instructor: Stacy Stetner, HR Elevated

Geared to: Everyone • **Available to:** Everyone

We are all looking for the "perfect" candidate. You know, the one who has it all. The required skills, a great attitude and is happy to accept any rate of pay for the satisfaction of working for a great company. The reality is the "perfect" candidate is a rare find. Finding your next great Team Member depends on several factors, the first being how well the open position is defined. A clearly defined role that outlines essential skills needed is key to finding candidates who can best meet your needs. It is also the key to keeping them! This session will introduce you to best practices on how to source, recruit and retain great Team Members.

E03: Social Media 101: Getting Started with Social Media

Instructor: Gillian Losh, All Points, Meghan Taraszkiewicz & James Lyons, Home Office

Geared to: Everyone • **Available to:** Everyone

A full 90% of brands use social media to increase brand awareness, and 40% of digital consumers use social networks to research a product or brand before a purchase. If you are interested in leveraging social media for your Center, this session will help you understand the best channels to use, how to create a content calendar, how to manage your pages and ways to build your audience.

E05: Best Practices for Improving Everyday Activities with Office 365

Instructor: Paul Wywrot, Home Office

Geared to: Everyone • **Available to:** Everyone

Using the right tool for the job is essential for success, and when it comes to business, Office 365 contains a wealth of valuable options to get standard tasks completed. This session will focus on recommended best practices and how-to strategies for common activities that we do every day. You'll learn:

- How to take control of your Outlook inbox to eliminate clutter so you can focus on the most important messages
- Ways to plan efficient meetings with agendas, objectives and time limits
- When to play defense with your Outlook calendar to ensure time remains for critical business planning
- The steps to using OneNote as a team reference for shared meeting notes and decisions
- How to leverage OneDrive's cloud storage for document collaboration and sharing

New to OneDrive and OneNote? No problem! We will also review the set-up process and take a tour of the most valuable features and benefits.

(This class is also offered in Session F.)

E06: Flexing Your Acquisition Muscle at the Right Place and Time

Instructors: Mike Cline & Jim Jehl, Home Office

Geared to: Everyone • **Available to:** Everyone

Learn from those who have nurtured relationships with their local competition to grow revenue through acquisitions. You'll learn:

- How to effectively approach local independents
- Ways to keep the conversation going until they're ready to sell
- How to use supplier connections to be there at the right time
- Tips to build top line AND bottom line revenue
- When to use your Regional Director and the Mergers & Acquisition team to succeed

E07: Business Planning with EOS: Simplified and Effective!

Instructors: Bill Parks, Ray Long and Ryan Keogh, Home Office

Geared to: Everyone • **Available to:** Everyone

As the adage goes, “Those who fail to plan, plan to fail.” So, let’s plan for growth, profitability and your strategy to reach your goals. How successful are you with your business planning and goal setting? Are you holding yourself and your team accountable for business outcomes, or do you see room for improvement? The Entrepreneurial Operating System• (EOS) has been successfully integrated throughout the network to, put it simply, ensure things get done! Whether you’re a new owner, have been at it awhile or are getting ready to sell, the EOS Business Plan will help keep you focused. You’ll learn:

- How setting your Goals, defining Action Items and addressing Issues will IMPROVE your business
- Ways to empower your team and include them in your plan to GET THINGS DONE
- How to partner with your Regional Director to develop your plan in 5 Easy Steps

E09: Sales Growth with Strategic Networking & Referrals

Instructors: Ron Frost & Lisa Hill, Home Office

Geared to: Everyone • **Available to:** Everyone

One of the fastest ways to grow your business is through effective networking and developing referrals. However, to maximize the value of networking, there are certain key strategies and best practices that are helpful to follow. Good, mindful professional networkers are not only consistent, they also know how to build effective relationships, have great listening skills and are conscious of adding value to others. If you are seeking to grow your network, maximize your business relationships and leverage your opportunity for referrals, then you don’t want to miss this class! In this session, you will learn:

- How to maximize your networking effectiveness through simple strategies
- Ways to grow your contact list and your business by growing others
- Tips to develop natural rapport-building habits to gain trust and likeability
- How to ask for referrals the easy way (and give them too!)

E10: Keynote Breakout: How to Choose How You Show Up

Instructor: Dan Rockwell, Leadership Freak

Geared to: Everyone • **Available to:** Everyone

Choose how you show up or someone else will. When your day is spent running from one task to the next, you end up losing yourself along the way. If you’ve ever ended the day exhausted but wonder what you got done, this presentation is for you. Discover tools and techniques to gain focus and maintain direction even in turbulent situations. You’ll learn:

- The definitions of leadership that freak people out
- What to do before you get out of your car
- How a lumber yard clerk showed up and changed the world
- Actionable strategies that bring immediate value to you, your team, and organization

(This class is also offered in Session F.)

E011: Enhanced Customer Experience Engagement, Marketing and Analytics

Instructors: John DiPippo, LoyaltyLoop & Tiffany Moss, Home Office

Geared to: Everyone • **Available to:** Everyone

This session will cover common issues associated with engaging customers in your feedback loop during their entire journey with your business. We will discuss the methods of reducing friction in the feedback loop to increase both quality and quantity of responses, as well as discuss the ways in which customers may wish to engage you in an increasingly mobile-centric world. You’ll learn:

- How to employ surveys optimized for mobile devices
- How to use in-email survey questions to increase responses
- How to send surveys via text message (SMS) in addition to email
- How to gather images and videos with multimedia testimonials
- Ways to improve your Google search results with new reviews page
- Tips to run satisfaction summary reports to uncover new trends

Friday 3/27

3:30 – 4:45 p.m.

F01: Workstream Workflow – Driving Efficiency and Profitability

Instructors: Danny Wilson, Ryan Mastako & Nick Geier, Home Office

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- The WorksStream™ workflow, integration and automation options
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- How your time and resources can be redeployed to revenue-driving activities

(This class is also offered in Session A.)

F02: Coaching Your Team to Success

Instructor: Stacy Stetner, HR Elevated

Geared to: Everyone • Available to: Everyone

Expectations, feedback, accountability, results, and documentation are many of the activities and keywords associated with performance management. Although it sounds straightforward, many leaders find some or all of these pieces uncomfortable, frustrating and even daunting from time to time. Employees feel the same. Coaching for success explores the many benefits of how and why coaching can alter your culture for the better. This session is for anyone wishing to enhance communication with their team. We will share tips, tricks, stories and tools you can use in your Center.

F03: Social Media 201: Getting More Advanced with Social Media Platforms

Instructor: Gillian Losh, All Points, Meghan Taraszkiewicz & James Lyons, Home Office

Geared to: Everyone • Available to: Everyone

In the next five years, social ad spending is projected to increase by 73%. Join this session if you have been using social media to learn what channels to use, the types of posts to invest in, what content delivers the most impressions and what analytics you should monitor to ensure you are making the most of your social media presence.

F04: Built to Sell: Succession Planning

Instructor: Mike Cline, Home Office

Geared to: Everyone • Available to: Everyone

Whether retirement is three, five or ten years out, it's never too early to start planning your exit strategy. Become aware of the warning signs that are targeted towards local business owners who fail to plan for their future. Attend this candid informative session, and you'll learn from recent sellers and buyers on how to exit on your own terms when you are ready.

F05: The Hub

Instructors: Ted Grossutti & James Smackum, Home Office

Geared to: Everyone • **Available to:** Everyone

Discover how you can leverage the Hub to access the latest news and information from across the network. Confidently choose the best supplier partner for your requirements based on the new Supplier Directory rating and feedback system. Allow your Home Office to serve you better by easily maintaining accurate and up-to-date information about your Center and staff. And learn how to effectively use the support case system for efficient, prompt service from the Home Office.

F06: Best Practices for Improving Everyday Activities with Office 365

Instructor: Paul Wywrot, Home Office

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F07: Family Business Success

Instructors: Chad Salewski & Scott Brenneman, Home Office

Geared to: Everyone • **Available to:** Everyone

The pros and cons of running a family business are no mystery to those in them! Discover how to take full advantage of the benefits of a common business goal with your built-in support system and ways to avoid typical gaps in communication that can spell trouble. You'll learn the most effective ways to navigate the potential pitfalls of business succession to ensure a profitable, long-lasting legacy for you and yours.

F09: Source, Sell and Succeed with Promotional Products

Instructors: Mike D'Ottaviano, ASI & Nick Wood, Home Office

Geared to: Everyone • **Available to:** Everyone

As a service diversification, promotional products can become a significant profit center when approached strategically. With so much competition through online sources and local competitors, how can you differentiate yourself to capture more sales? In this fast-paced session, you'll learn:

- The keys to sourcing products at any price point efficiently to add value to your service
- How to sell promotional products to a wide range of customers for their lead gen, customer retention and employee retention goals
- Support available through ASI to get you started or inject new life into your promo products sales

F10: Keynote Breakout: How to Choose How You Show Up

Instructor: Dan Rockwell, Leadership Freak

Geared to: Everyone • Available to: Everyone

Choose how you show up or someone else will. When your day is spent running from one task to the next, you end up losing yourself along the way. If you've ever ended the day exhausted but wonder what you got done, this presentation is for you. Discover tools and techniques to gain focus and maintain direction even in turbulent situations. You'll learn:

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