



# CPrint® International 2009 Training Opportunities

## Introduction Courses

### People of CPrint® - Course

001: In this course, you will meet the leaders of CPrint® and learn key contacts for various functions as well as the staff and mentors in our program.

### Email Basics - Course

002: This course covers the basics of Email using Microsoft Outlook. Specific topics include: adding addresses, making an address book, groups, opening an attachment, adding an attachment, signatures and folders, including message rules.

### Minimum Requirements - Course

003: In this program we discuss Alliance Precepts, Minimum Performance Requirements (what's required to stay in) and Minimum Competitive Requirements (what's required to be certified) as well as our Non-Solicitation Agreement, Code of Conduct and Competitive Buffer Zone.

### C Ratings - Course

004: C Ratings are used to communicate business threats to the Stakeholders and CPrint® Board members of an Affiliate. This program gives an overview of what the Ten Tests in Four Areas are and how to interpret them.

### Trademarks and Copyrights - Course

GM350: As a CPrint® affiliate, you have certain responsibilities to help preserve and protect the trademarks and copyrights of CPrint®, your professional printing organization. This program is designed to assist you in learning about these matters.

### Introduction to Financial Statements - Course

GM102-4: Learn the basics of financial statements including the four parts to financials and more.

### **Price Discounts Effect - Course**

GM102-5: Discount prices by 10% and you have to produce 40% more to make the same amount of money. Increase price by 10% and you can lose 20% of your business and make the same money. Choice is up to you. This program contains the logic behind these statements.

# **Sales 101**

### **Intro to Sales 1 Battleground - Course**

GM201-1: In order to sell, we must understand our battleground. In this class we will cover the battleground, Monopolistic Competition, Who We Are, Who We Serve and the sensitivity we have to Price. This is a must class to establish a solid sales foundation.

### **Intro to Sales 2 Differentiation - Course**

GM201-2: Step one in establishing a sales program is to have something to sell. In this program, we review how to differentiate your printing service from the competitor down the street.

### **Intro to Sales 3 Using a Well Defined Selling Process - Course**

GM201-3: Using a well-defined selling process is a necessity if you are going to make progress in sales. In this program, we outline the steps in the program.

### **Intro to Sales 4 Making the Call - Course**

GM201-4: Now we are ready to make the call. This program is about what you do before and during the sales call. This program tackles those topics.

### **Reluctance, Specifically Sales Call Reluctance - Course**

GM210-1: Why do we not do what we know we should do? Tom Crouser explores Reluctance on the part of business owners using the example of Sales Call Reluctance - and more specifically, the failure to prospect.

### **Establishing Your Prospect List**

In this session we will focus on the exact steps necessary to create your prospect list that will be later used for direct mail and face to face sales calls

# CPrint® International Tools

## RapidRepeat(tm) - What To Do and How to Do It - Course

**CPRINT®:** How can we even worry about trying to get new sales when we are not going after the legacy sales that are in our shop right now? RapidRepeat? is a three part system - it's an advertising program; it's an internal process in your estimating system; and it's an everyday procedure for touching our customers.

# Customer Service 101

## Major Printing Processes - Course

CPU 101-1: Todd Nuckols -Fundamental Product Knowledge Series. What are the major printing processes? How do they differ? Here is what you need to know in order to be a more complete printing professional. CSR/Sales must attend.

## Focus on Offset - Course

CPU 101-2: Todd Nuckols - Fundamental Product Knowledge Series. What are the limitations and advantages of OFFSET? What type of jobs can we produce? What CAN'T we do well? What process fit a certain project? Examples. Learn to talk about offset in a practical way by explaining benefits for your features. CSR/Sales must attend.

## Color Theory - Course

CPU 101-3: Todd Nuckols - Fundamental Product Knowledge Series ? Learn about printing and color theory. How the two relate and why it is we do what we do. PM/Advanced Press Operators/Prepress/Sales/CSR

## Entering Printing Orders - Course

CPU 101-4: Printing is a close looped system. Whatever is decided upon in the Order Entry stage has a direct effect on EVERY department in the shop. In this module we will discuss the decision making process for a printing job in general.

## Printing Jargon - Course

CPU 101-5: Major printing jargon is discussed and explained. What s a bleed? Work and turn? Sheetwise? Work and tumble? Halftones: dot patterns? 2 up, 4/4 printing, gang run, etc.

## **Paper - Course**

CPU 101-6: Fundamental Product Knowledge Series ? We use it every day and yet we don't always understand this major component of the printing industry. How are papers made? What is basis weight and how is it achieved. Parent Sheets. Coated vs. uncoated stock. 3 Part. Grain Direction. How humidity affects paper. Is this a Functional Form?, Image Piece? or a Corporate Copy??  
CSR/Sales must attend

## **Ink Basics - Course**

CPU 101-7: Todd Nuckols - Fundamental Product Knowledge Series. Ink is just ink, right? Well, it depends. In this session various ink types are discussed as well as the pros and cons of each. Also covered will be the Pantone Matching System, CMYK vs. Spot Color and the CSR's role in helping a customer choose inks based on the product's use, i.e. outside posters vs. inside functional forms vs. industrial stickers, etc. CSR/Sales must attend.

## **Type History - Course**

CPU 101-08: History of Type from mnemonics to digital. We will look at why type changed and who changed it. Why do we have picas and points? Who was John Baskerville and was he picky or not? And if you are not sure what mnemonics is, you will learn that too. Why should we care? Type is one of our basic products and the more we know the more professional we will be when talking with customers. Must attend for CSRs, Salespeople and Prepress

## **Type 2 Anatomy - Course**

CPU 101-09: Type families are made up of weird and not so weird characters with "arms, legs and ears" along with other interesting parts. Join us as we explore these characters, typefaces and families. This class will give you a better understanding of our most basic product and will help you talk intelligently with your accounts when it comes to type.

## **Type 3 Selection & Use - Course**

CPU101-10: Over years type families appeared made up of weird and not so weird characters with "arms, legs and ears" along with other interesting parts. Join us as we explore these characters, their typefaces and families and learn about choosing the right type for the message, typographic "dos and don'ts," typographic tricks and some basic layout. This class will give you a better understanding of our most basic product and will help you talk intelligently with your accounts about how they can use type.

# Technical: Prepress

## [Digital Directions 1 - Understanding Digital Workflow - Course](#)

DD101-1: This class will explore what a digital workflow is and how it is affecting production in a small print shop. It will discuss the way customer-created files have affected the printing industry.

## [Digital Directions 2 - Pricing Customer Created Files - Course](#)

DD101-2: Digital standards are the benchmark for a digital workflow. This session outlines the current industry standards and why they are important to the printing shop.

## [Digital Directions 3 - Industry Standards for Digital Files - Course](#)

DD101-3: Standards are the core of making a workflow run smoothly. Participants will learn what the industry standards that are required to receive a file from a customer.

## [Digital Directions 4 - What a Customer Must Know - Course](#)

DD101-4: When the customer submits a digital file, he must understand some basic digital standards and procedures. This session outlines the key elements customers must know if they want to save time and money.

## [Digital Directions 5 - What the Salesperson Must Know - Course](#)

DD101-5: This CPrint® class is the fifth in a series of nine classes that will help teach you how to handle customer-created files easier and profitably from the salesperson's perspective

## [Digital Directions 6 - The Role of the Production Manager - Course](#)

DD101-6: This session answers the questions as to who is in charge of digital production and who assures the standards are maintained. This session outlines what is expected of the Production Manager in the digital workflow.

## [Digital Directions 7- The Role of the Prepress Staff - Course](#)

DD101-7: In this course John Giles will lead your Prepress staff through the decision making process for digital workflow

## [Digital Directions 8- Digital Opportunities - Course](#)

DD101-8: Providing digital services provides a company with a number of opportunities to expand services and increase revenue. This session outlines some of the special digital services, such as PDF and Microsoft Publisher support, that can make a printer different from the competition.

## [Common Sense Pricing of Digital Prepress - Course](#)

DD102-1: In this session, John Giles discusses why desktop loses money and says it doesn't have to be that way. Everyone's role in pricing. Types of desktop pricing. Pricing strategies for internal as well as customer-created files.

## [What The Production Manager Needs To Know About Prepress - Course](#)

102-2: What the PM can expect from the prepress staff and the basic knowledge the PM needs to possess. Plus basic software and customer-created files

## [Preflighting Publisher Files - Course](#)

102-3: This class helps teach how to handle customer-created Microsoft Publisher files easier and more profitably. Publisher is a popular page layout program used by customers who usually have little or no experience with commercial printers. So it is very important that we be familiar with Publisher.

## [Sales and Digital Standards - Course](#)

DD102-4: In this session we discuss the digital standards and why customers must understand them. We look at which customer-created files are the easiest to work with and the best files to get. We will talk about ?cheat sheets? and printed information that will make it easy for you to instruct the customer about how to create a ready to print file. We'll also be talking about the need for training. We have to have everyone on staff trained to the standards so we can easily teach those standards to our customers.

## [2007 Spring Technology Update - Course](#)

DD201-1: John Giles, CPrint® Technology Director, in his Spring 2007 Technology Update. In this update he reviews 2007 Print On Demand Initiative (PODi Conference), Variable Data Pricing, Getting Into Online Services, The SeePrint™ Site and SeePrint™ Driver, PageDNA and Windows Vista®.

# Technical: Press

## [Ink as Peanut Butter and Jelly - Course](#)

**102-1:** Ink tact is like Peanut Butter and Jelly. And if you understand how to make a peanut butter and jelly sandwich, you can understand how to lay ink down properly when wet trapping. In this program, Morris Clement of Heidelberg explains ink including pigment, vehicle and additive as well as the difference between tact and viscosity. Both dry and wet trapping as well as tolerances required by all presses are discussed. Along the way, Morris explains how the Heidelberg Printmaster QM 46 avoids ink migration problems so common with a T-head. Also sequence of common colors to print, cylinder bearers vs. spring loaded cylinders are addressed as well as a great technique to keep polyester plates moving during a run.

# Technical: Post Press

## [Cutting: a Basic Primer - Course](#)

**105-1:** Alan Kabakoff of Colter & Peterson, Inc. in Vernon, California presents this primer on cutting and cutters at the 2007 Technology/Production Conference. Included are topics on common cutting problems such as over-cuts, under-cuts and mushroom cuts as well as arc cuts. Types of blades and clamp pressures as well as operating tips are included. And there's a great quiz for those who know all there is to know about cutting. Try it.

# Technical: Mailing / VDP

## [Getting Started Mailing Equipment, Software and More - Course](#)

PM302: Nancy DeDiemar reviews when it is time to bring mailing in-house as a service as well as the types and kinds of equipment and software that is needed to get into the business and also reference materials you will need. This program was recorded at the CPrint® June 2007 Technology / Production Conference in Denver, Colorado.

## [Mailing for CSRs - Course](#)

PM301: In this session, CPrint's own mailing expert Nancy DeDiemar, Printing Resources of Southern California, provides an outline for training CSRs to manage mailing projects using the CPrint® production workflow. Topics include basic product knowledge; basics of work flow; customer management; and the four steps of order entry applied to mailing projects

## [Clean Data - Course](#)

PM200: John Butcher's presentation on clean data for VDP and mailing lists was presented at the 2006 CPrint® Production Conference in Chicago, Illinois. One of the most highly rated of the conference, this course is a must for all dealing with databases.

## [Pricing Variable Data Projects - Course](#)

PM204: Pricing Variable Data - A study focused on how we currently price variable data projects. We formed a Delphi group among those in CPrint® who do variable data now and bring to you in this session a consensus of their wisdom. John Giles presents at the 2006 Production Conference in Schaumburg, Illinois

## [My Road to VDP - Course](#)

PM201: Tom O'Brien of Acculink in Greenville, North Carolina presents this first part of a two part presentation made at the 2006 CPrint® Production Conference and is a FANTASTIC shop tour of this \$12 million printer.

## [Designing Processing VDP Jobs - Course](#)

PM202: In this presentation, Acculink's Tom O'Brien discusses the software, hardware required for his massive VDP operation. Also he discusses WHAT you need to be able to order VDP - DIRT -> Data, Images, Rules, Text. Presented at the 2006 CPrint® Production Conference in Schaumburg, Illinois

# Printsmith

## [PrintSmith Security - Course](#)

**PS101:** Basic system security includes activating security; system administrator; user log ins and passwords; access levels; and access groups

# OSHA

## [OSHA Audit - Course](#)

**GM210:** John Holland of Applied Compliance Service tells what to expect during an OSHA Audit as well as what to do and more. Presented at the 2006 CPrint® Production Conference in Schaumburg, Illinois

# Production Manager

## [Production Managers Responsibilities - Course](#)

**PM101:** What are the responsibilities of the Production Manager in the CPrint® model? In this program, we review and explain these responsibilities. Recorded at the June 2007 CPrint® Technology and Production Conference in Denver, Colorado

## [Equipment Maintenance - Course](#)

**PM203:** Gary Potter, instructor in West Virginia University Institute of Technology's printing program, addresses the issue of equipment maintenance at CPrint's 11th Annual Production Conference in Schaumburg, Illinois, June 2006.

# **Account Development Rep (ADR)**

## **ADR 1— Organization**

You and your company are part of an organizational model that has clear cut functions. In this course you will see where the ADR fits into that model

## **ADR 2— Our Sales Process**

In this session you will learn the basics of the CPrint® sales model.

## **ADR 3— CPrint® Scripts**

You and your company are part of the CPrint® International program and as such are different than the printer down the street. We will review the unique tools available to CPrint® affiliates and what each means to our customers. These tools include our internet gateways, FTP transfer for files, the SeePrint™ Driver and RightType™ Document Creation Service and more.

## **ADR 4— Listening Skills**

Good salespeople are good listeners. Great salespeople are GREAT listeners. In this session you will learn the skills necessary to improve your listening skills and ultimately increase sales!