



North Dakota Implement Dealers Association

Online Campus



Sales ♦ Parts ♦ Service ♦ Management

For more information, contact:

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What do you need in your business: Improved customer service? Increased sales? Employees who think like owners? The results you want and need can be achieved with regular, consistent employee development programs like the NDIDA Online Campus.

What if:

- You could train your entire staff quickly and efficiently without ever leaving your business?
- You could access training that was fun and engaging?
- Programs could be used for training, coaching, refreshing learning, performance support, career development and meetings?
- You could track your employees' progress by viewing their activity and tests on-line?



Increase Sales & Reduce Costs

What if we told you this is all available right now to members of the North Dakota Implement Dealers Association?

Are you ready for:

A training program specifically designed for NDIDA members' employees?

Highly focused training that delivers high employee business impact?

- Developing high-impact leaders who will help you grow your business;
- Retaining your best people by investing in their future to help them better serve customers in a welcoming and safe workplace; and
- Building and sustaining customer loyalty with consistent and positive interactions.

Proven results:

Real companies similar to yours have shown outstanding results by investing in this training. One company with 175 employees got these results over an 18-month period:

- Increased sales and profits;
- Reduced product returns by 10 percent;
- Improved customer and employee satisfaction;
- Reduced employee turnover by 33 percent;
- Reduced training costs; and
- Improved compliance with state and federal laws.



Operate Safely & Legally



The Cost of NOT Training:

When one of your best people leaves your organization, estimated costs can easily reach 150% of that employee's annual salary:

- Cost of lost productivity during opening and transition;
- Training you have already invested in the employee who is leaving;
- Cost of potential lost customers and additional customer service cost required to retain their loyalty;
- Cost of advertising, recruitment and training of their replacement.
- Lack of consistent customer interactions for dealers with multiple locations results in lost customers. What is the lifetime value of one lost customer?
- Not having compliance training (such as harassment-avoidance and safety) causes all types of potential negative business outcomes and risks that can impact your bottom line and the future of your business.



Train All Employees – Not just a select few

Here's How it Works:

- Purchase a subscription
- NDIDA assigns unique passwords to each of your employees.
- NDIDA provides highly focused training curriculums.
- NDIDA provides employee incentive ideas and recognition tools to build and sustain training momentum.
- NDIDA provides ongoing support: NDIDA staff are available to you to answer questions and to help you and your employees in achieving results with the campus. We're all in this together!

Engaging Features:

- Content that makes a difference!
- Short courses that can be completed at your desktop 24/7. (In addition, content is downloadable to iPods and other hand-held devices.)
- Fun, engaging and easy.
- Tracking and testing that enables you to follow employees' progress.



Drive Customer & Employee Satisfaction

The NDIDA Online Campus provides you and your employees with high-impact, "real-world" training that develops your leaders, retains your best people and grows your customer loyalty...