

INTEGRA® UNIVERSITY



theintegraprogram.com

The purpose of the INTEGRA® University Classroom Series is to provide INTEGRA® technicians with a real world, in-classroom educational experience at INTEGRA® headquarters in Litchfield, Minnesota.

INTEGRA® University's goal is to provide the best educational experience possible in the dispensed cleaning chemicals industry. We are determined to assemble a team of **INTEGRA® Certified Technicians** that are unequalled in knowledge and performance. We also have an industry exclusive Technician Certification Program where technicians are certified at various levels.

The **INTEGRA® University Classroom Series** consists of two classes... **INTRODUCTION TO INTEGRA®** and **SILVER CERTIFICATION**. A new class has also been added called **TOP SELLING WITH INTEGRA®**. **TOP SELLING** will explore what **INTEGRA®** is and what it means to your potential customers.

Each level carries a higher status than its predecessor and represents higher levels of education and experience. With completing **INTEGRA® University** courses and achieving higher Certification levels, you will become more confident and valuable to your customers and your company. **INTEGRA® University** opens the door to opportunity and a rewarding career as a Certified Technician. Regular courses are scheduled each year and by special arrangement. Your **INTEGRA®** representative will give you details on times and places for **INTEGRA® University** activities.

INTRODUCTION TO INTEGRA®

This class is for beginning technicians who are either new to **INTEGRA®** or new to the institutional chemical business.

The **INTRODUCTION** course is three full classroom days and covers:

- The use of **INTEGRA®**'s chemical test kit
- Basic principles of warewashing and laundry
- Simple installation and equipment setup
- Basic knowledge of **INTEGRA®** products/systems



Eligibility: Candidate should have some familiarization with **INTEGRA®** products/systems and be currently employed by an authorized **INTEGRA®** Distributor.

SILVER CERTIFICATION

SILVER Certification classes are advanced classes that stress troubleshooting and problem solving. This class is also the first step into the **INTEGRA® Certification Program** and is required for participation in **INTEGRA®**'s Multiple-Unit Program.

The **SILVER** course is three full classroom days and covers:

- Advanced troubleshooting with the **INTEGRA®** test kit
- Advanced installation and maintenance issues
- Problem solving scenarios and service reporting
- Product dosing issues
- Customer interaction challenges



Eligibility: Candidate must have at least one year's experience working with **INTEGRA®** products/systems or the permission of the **IU** curriculum board. This is an advanced course. Because of this, a good working knowledge of **INTEGRA®** products/systems is necessary. This course is not intended for beginners or technicians that are not familiar with **INTEGRA®**.

TOP SELLING WITH INTEGRA® ... A Place At The Top!

This course is designed to teach proven **INTEGRA®** selling techniques, emphasizing **INTEGRA®**'s Top 20 selling advantages.

- Top 20 advantages
- Conducting the **INTEGRA®** survey
- Product/service pricing
- Creating proposals
- Closing business



Eligibility: Candidate must have good working knowledge of **INTEGRA®** systems and a familiarity with **INTEGRA®** applications. This is not specifically a product knowledge class - **INTEGRA® UNIVERSITY** faculty assumes that candidates have this knowledge in hand before attendance.

MISSION STATEMENT

Our total commitment is to assist our INTEGRA® Partners in their efforts to build their business. To this end, we pledge our professional best:

in upholding the highest ethical business standards
by striving always to act in your long-term best interest
through aggressively developing and supporting quality programs
with our dedication to continuous improvement in all areas of our service to you

We realize your importance to our success and are determined never to take our partnership for granted. Together, we feel that we represent an unbeatable combination in providing a premium standard of service to our markets.



ANDERSON CHEMICAL COMPANY
325 South Davis Avenue
Litchfield, MN 55355
800-366-2477

Join INTEGRA® University!



Spring 2010 Classes

- INTRODUCTION TO INTEGRA®**
Date of class... April 19th - April 23rd

Eligibility: Candidate should have some familiarization with **INTEGRA®** products/systems and be currently employed by an authorized **INTEGRA®** Distributor.

- TOP SELLING WITH INTEGRA®**
Date of class... May 10th - May 14th

Eligibility: Candidate must have good working knowledge of **INTEGRA®** systems and a familiarity with **INTEGRA®** applications. This is not specifically a product knowledge class - **INTEGRA® UNIVERSITY** faculty assumes that candidates have this knowledge in hand before attendance.

Fall 2010 Classes

- INTRODUCTION TO INTEGRA®**
Date of class... September 20th - September 24th

Eligibility: Candidate should have some familiarization with **INTEGRA®** products/systems and be currently employed by an authorized **INTEGRA®** Distributor.

- SILVER CERTIFICATION**
Date of class... October 11th - October 15th

Eligibility: Candidate must have at least one year's experience working with **INTEGRA®** products/systems or the permission of the **IU** curriculum board. This is an advanced course. Because of this, a good working knowledge of **INTEGRA®** products/systems is necessary. This course is not intended for beginners or technicians that are not familiar with **INTEGRA®**.

Company _____ Company Phone _____
 First Name _____ Last Name _____
 Mailing Address _____
 City _____ State/Zip _____
 Cell Phone _____ Business Phone _____
 E-Mail Address _____
 Approximate Hire Date _____
 Experience With Chemical Program _____
 Experience With **INTEGRA®** Systems _____
 Supervisor Name _____

Upon our receipt of this application, you will be contacted by an **INTEGRA®** representative to discuss arrangements for attending **INTEGRA®** University classes at **INTEGRA®** headquarters.

Form can be faxed or mailed to the attention of Jim Alsleben.
 Sign up is also available on the **INTEGRA®** website...
 theintegraprogram.com

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