



Efficiency Excellence Network Manufacturer Training Intake Form

General Information

Manufacturer Name _____

Title of Training _____

Trainer Name and Qualifications _____

Location _____

Date and Time _____

Capacity Limits _____ Telephone _____

3-4 Sentence Course Description:

Consider the following when writing your course description:

1. What is the desired outcome?

What do you want to see come out of this training? Build your training around this. Outline the goals of the training and the skills that will be addressed at the very beginning of the presentation.

2. Who are we targeting?

Who's the audience of your presentation – entry-level field staff, experienced field staff, sales staff, architects, etc? What do they need to know in order to take action?

3. Who are their customers?

Understand the needs of the audience's customers. What information does the audience need to give to their customers in order to sell them on the product? Consider the value of the product and how it will benefit their customers – beyond just saving them money on their energy bills (will it increase their comfort? Etc).