



This guide provides you with the framework for teaching each course to your employee.

**Each course within DTU follows a similar path to certification:**

- **Course Completion** - Engage with and learn foundational concepts in the learning module.
- **Discussion** - Discuss critical components of the process regarding Safety & Quality.
- **Demonstration** –Demonstrate proper techniques to the employee.
- **Practice Activities** - Provide the employee with sufficient number of practice reps to create proficiency.
- **Certification** - Provide the employee with a final observation to confirm their expertise in a process or area.

**Access Training Materials from the [Learning Path Page](#) of the KC.**

Use this guide to plan the development of an employee in the Sales Apprentice Program:

Course	Estimated Module Time	Requirements for Certification
CES Sales Apprentice Orientation	15 Minutes	<input type="checkbox"/> eLearning
Incident Reporting	30 Minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment
Fitment Validation - Selling Tires	30 minutes	<input type="checkbox"/> eLearning
Fitment Validation - Selling Wheels	30 minutes	<input type="checkbox"/> eLearning
Tire Design	40 Minutes	<input type="checkbox"/> eLearning
Tire Performance	30 Minutes	<input type="checkbox"/> eLearning
Special Orders	30 Minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment
Sales Promotions Basics	25 Minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment
Earn the Visit - Part 1 Earn the Visit - Part 2	25 Minutes 20 minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Observation
Online Orders and Delivering the Pit Stop Experience	15 Minutes	<input type="checkbox"/> eLearning
Discount Tire Card	30 minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment
Sunbit Second Tier Financing	15 minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment
Redeeming Certificates	10 Minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment
Assembly Inspection	15 Minutes	<input checked="" type="checkbox"/> eLearning <input type="checkbox"/> Assessment <input type="checkbox"/> Qualification



CES Phase 1: Building the Relationship	20 Minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment
CES Phase 2: Empowering the Customer	20 Minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment
CES Phase 3: Personalizing the Recommendation	20 Minutes	<input type="checkbox"/> eLearning <input type="checkbox"/> Assessment