



Basco University

Showroom Training



Proper education and training are crucial components of Basco's business. Basco University's Showroom Training will introduce your sales team to Basco and help them answer consumers' questions to simplify the selection process. Designed to eliminate the "fear factor" associated with selling shower doors, this classroom-style program provides sales representatives and distributors with sales tips, product knowledge and additional information about Basco's programs and services. With a state-of-the-art training center opened in 2005, the program is unique in the industry. Since its inception in 1999, more than 1,000 graduates have completed training with us.

Showroom Training Class Agenda

Day 1

- 12:00 Welcome Luncheon
- 1:00 Welcome and Introduction
- 1:30 History of Basco, Mission, and 8-Step Selling Process
- 3:00 Break
- 3:15 Basco Catalogue, Price List, Cross-Reference, and Measuring Guides
- 4:00 Closing Comments and Q&A
- 5:00 Dinner

Day 2

- 8:30 Celesta Price List and Selection Guide
- 9:00 Factory Tour
- 10:30 Break
- 10:45 Freight Program, Marketing Support, Website and Online Tools
- 11:45 Closing Q&A
- 12:00 Closing Comments & Class Evaluation
- 12:30 Closing Luncheon

If you have additional questions or a candidate who is interested in attending a Showroom training session, contact Basco at (800) 543-1938 to receive additional information or to begin the Pre-Qualification process.