

ACCELERATION SESSIONS



2014 ONLINE VIDEO TRAINING PROGRAM

ACCELERATION  
SESSIONS





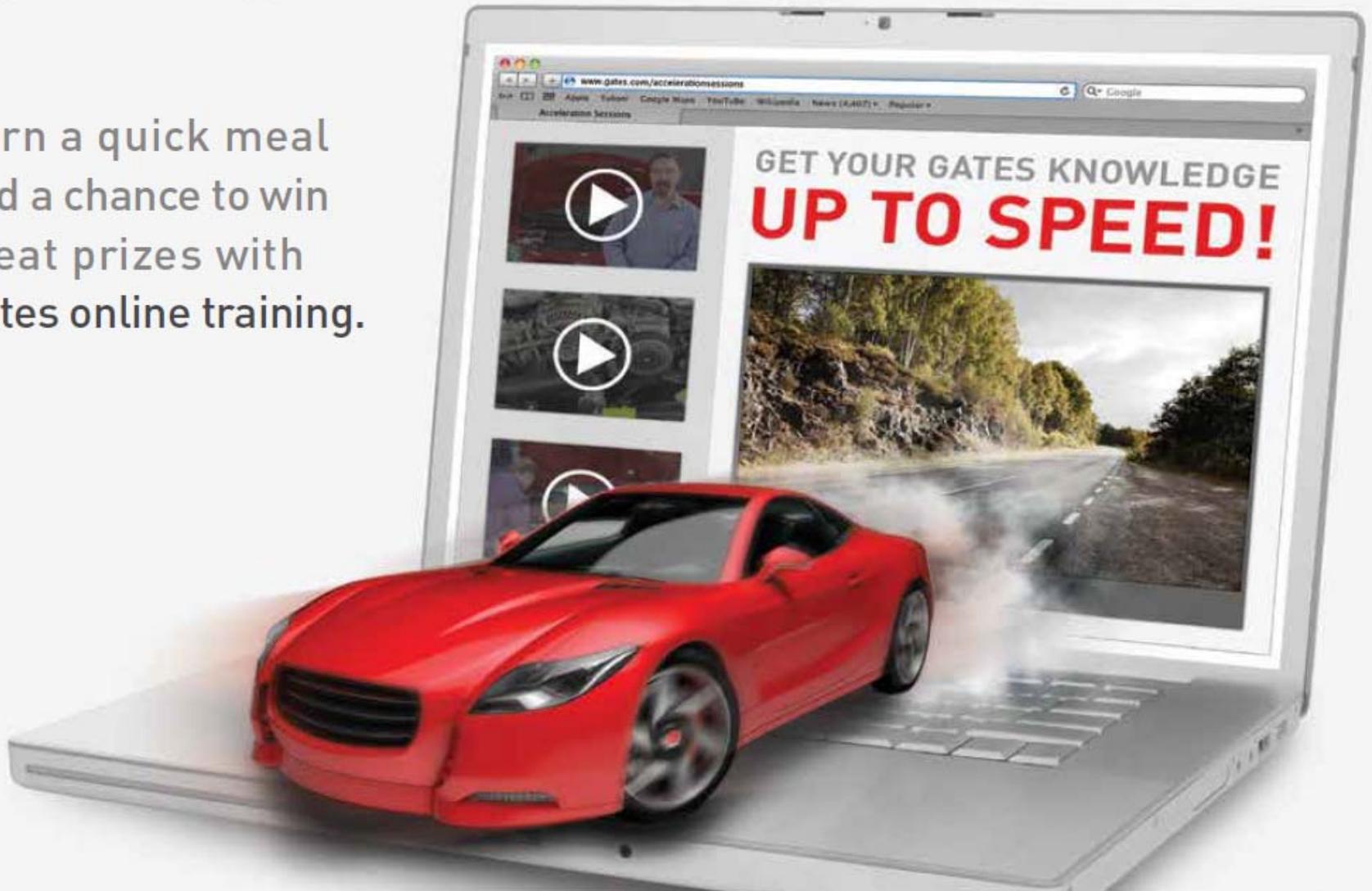
## OVERVIEW

- › **Gates has developed a training program to increase sales in key product categories**
  - › Online videos
  - › Targeting the repair decision influencers (i.e., professional service centers and auto parts store staff)
  - › Provide incentives to get maximum participation
  - › Goal is to change behavior:
    - › Increased inspection
    - › More complete system repairs



# ACCELERATION SESSIONS

Earn a quick meal  
and a chance to win  
great prizes with  
Gates online training.





## PROGRAM SUMMARY

- › **Timing:** 2014 Quarterly program
- › **Target:** Repair Influencers
- › **Offer & Details**
  - › Participants watch a video at GatesOnlineTraining.com, take training and get great incentives.
  - › **Technicians** who successfully complete quiz get:
    - › \$25 dining cash instantly
    - › Chance to win a Gates Ultimate Tool Set (\$1,000 value)



**ACCELERATION  
SESSIONS**

- › **Jobbers** who successfully complete quiz get:
  - › Enrollment into a Mystery Shopper program
  - › Chance to win tickets to NASCAR with Pit Passes!
  - › If the Mystery Shopper is answered correctly, they receive a \$50 dining cash



*100s of winners!*



*1 NASCAR  
prize package  
per quarter!*



## Program Details



## Timing Rationale

- › **Fuel System – Q1**
  - › Gas prices tend to start a sharp increase in Q1\* so fuel will be relevant
- › **Accessory Belt Drive System – Q2**
  - › GoodReasons ChangeOver Blitz period is March/April so new accounts can benefit
- › **Cooling System – Q3**
  - › Gates Eights, a program that will reinforce the 8 year, 88,000 mile interval and include rebates will launch in July
- › **Timing System – Q4**
  - › These repairs are year-round based on intervals





## PROFESSIONAL SERVICE CENTER

- › Take a few minutes to watch Gates training videos that will increase your customer service and you could be one of **100 winners of a deluxe Gates Pit Stop package** full of Gates tools (MSRP value of \$1,000)!

- › PLUS get an **instant reward** for passing the quiz – get \$25 Dining Cash to use at your next pit stop!



### Gates Ultimate Tool Set Pack:



Filled with useful Gates tools like these:

- ABDS Belt Display
- Alternator Decoupler Pulley Tool Kit
- Laser Alignment Tool

Hundreds of winners!





## AUTO PARTS STORE

- › Take a few minutes to watch a Gates training video that will increase your customer service and you will be entered into the Mystery Shopper program, AND entered to win a trip and tickets to a NASCAR race where Gates will set you up with Pit Passes!



*1 winner each quarter!*

- › PLUS get an **instant** reward for answering the Mystery Shopper correctly – get \$50 Dining Cash to use at your next pit stop!





## How-To Guide

To experience it yourself, visit sample site:

[www.GatesABDSsystemTraining.com](http://www.GatesABDSsystemTraining.com)



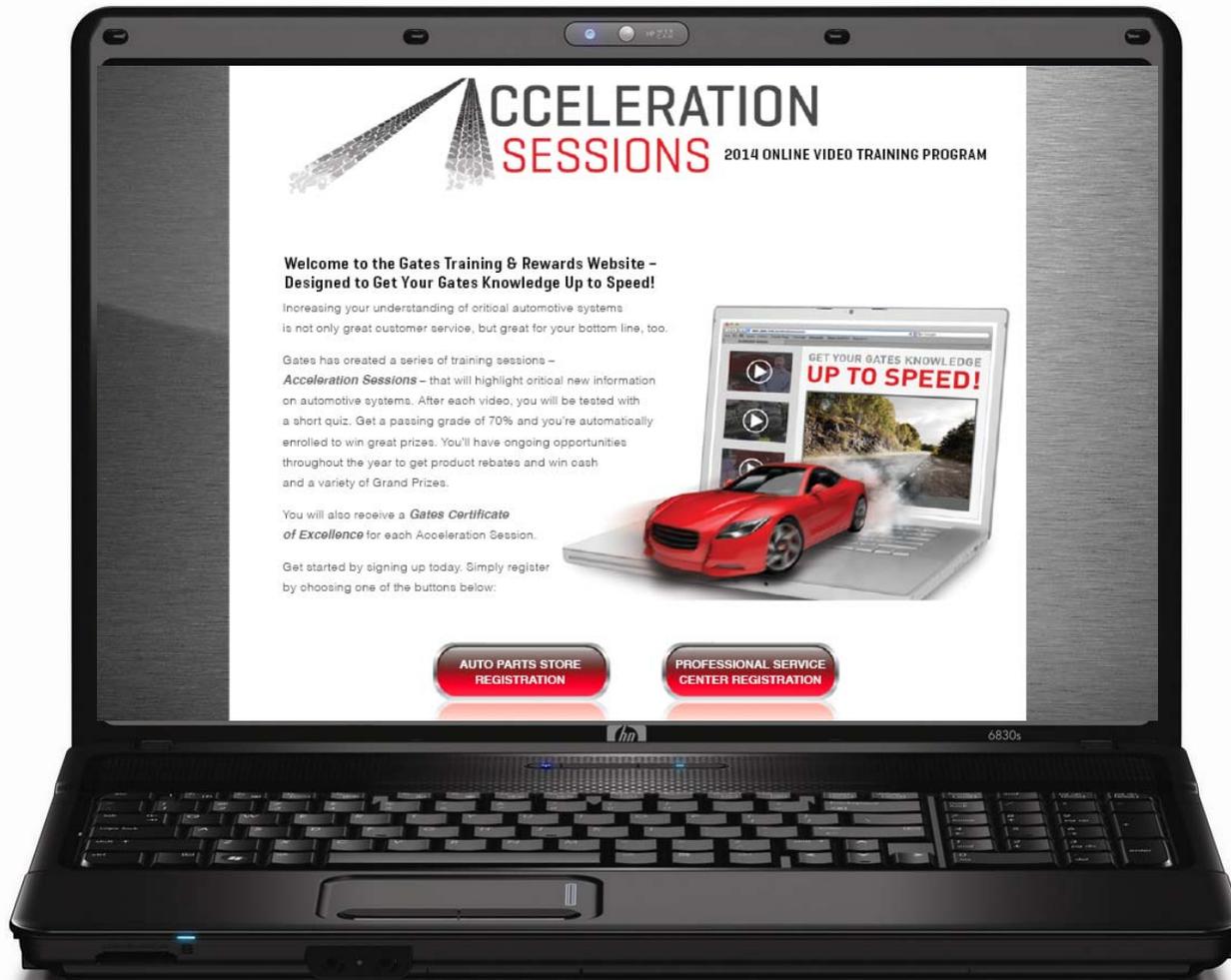
## How Participants Get Involved



- 1. Go to the website**
- 2. Register**
- 3. Watch video**
- 4. Take quiz and view results**
- 5. Get instant rewards!**



## Arrive at Landing Page





# Register



ONLINE TRAINING

[Home](#) | [Gates.com](#)

## Gates ABDS Online Training Registration

E-mail \*

You must use a valid, unique email address.

First Name \*

Last Name \*

Store / Shop Name \*

Title \*

Phone \*

Address Line 1 \*

Address Line 2

City \*

State \*

Zip Code \*



# See Audience-Specific Details



ONLINE TRAINING

| [Gates.com](#) |

[Contact Us](#) |



## ACCELERATION SESSIONS

CHOOSE THE RIGHT FUEL LINE HOSE FOR SAFETY & THE ENVIRONMENT



### Introducing Gates Online Video Training: Fuel System

Each year, thousands of cars need a fuel line hose replaced. Until the mid-80s, hose inside diameter was the only thing that mattered for most cars. But times have changed and automotive professionals must be sure you are recommending or installing the correct hose.

Customer safety and a clean environment depend on knowing which fuel line hose to install.

To get your Gates knowledge of Fuel Systems up to speed, sign up and watch the training video. Then, test your understanding by taking a short quiz. Get a passing grade of 70% or more and be automatically enrolled to win great prizes.

Plus, receive a *Gates Certificate of Excellence* for Fuel System Training.

Get started by signing up today. Create your account by choosing one of the buttons below:



## Receive Email Registration Confirmation

**Subject:** Account details for [user name] for Gates Acceleration Sessions

Thank you for participating in the Gates Acceleration Session online video training program. Here is your login information for future reference:

[www.GatesAccelerationSessions.com](http://www.GatesAccelerationSessions.com)

Username: [data]

Password: [data]

There will be a new Acceleration Session topic each quarter and we will email you to let you know when it's available. Please add this email to your address list so it won't go to spam – you don't want to miss out on the great incentives and chances to win.

Thank you for your continued support of Gates. Powering Progress.



Watch video



ONLINE TRAINING

Home | Gates.com | Log Out



TAKE QUIZ



## Take Quiz



ONLINE TRAINING

[Home](#) | [Gates.com](#) | [Log Out](#)

Question 1 of 10

The belts **main** job in today's modern automotive accessory belt drive system is to:

Choose one

- Run the alternator
- Turn the pulleys
- Transfer the power to all accessories
- Provide power to the ECM

NEXT



## View Test Results

The belts **main** job in today's modern automotive accessory belt drive system is to:

**Response:**

Run the alternator

Turn the pulleys

✓ Transfer the power to all accessories

Provide power to the ECM

**Question:**

Score 0 of 1

Belt material changed in the mid 1990's from Neoprene to EPDM and because of this material change the inspection process changed from looking for \_\_\_\_\_ to \_\_\_\_\_?

**Response:**

✗ Splits to cracks

Belt rib wear to cracks

✓ Cracks to belt rib wear

Pilling to belt wear



## Download Virtual Rewards Pack

- › Upon successful completion of quiz, a list of valuable links will be revealed so they can view and print...

	<b>Auto Parts Store</b>	<b>Professional Service Center</b>
Certificate	PDF of certificate (customized with their name and the course)	PDF of certificate (customized with their name and the course)
Selling Tools	<ul style="list-style-type: none"><li>• Information on new Gates products</li><li>• Training flyers</li></ul>	<ul style="list-style-type: none"><li>• Consumer awareness flyers</li><li>• Training flyers</li></ul>
Rebates	None	Rebates for their use or to pass along to the consumer
Incentives	<ul style="list-style-type: none"><li>• Entry into sweepstakes</li><li>• More information on the Mystery Shopper process and rewards</li></ul>	<ul style="list-style-type: none"><li>• Entry into sweepstakes</li><li>• Code for instant redemption</li></ul>



# Certificate

 **CERTIFICATE OF EXCELLENCE**

In honor of your dedication through continuous education,  
we proudly present this award to:

**Name Here**

Awarded.....minutes for completion of:

**Course Name**

 **DATE:** \_\_\_\_\_

Presented by the Gates Corporation



## Take Optional Survey

### Gates ABDS Training Video & Quiz

1. For gift card eligibility, please enter your contact information.

Name:

Company:

Address:

Address 2:

City/Town:

State:

ZIP:

Email Address:

Next

Powered by [SurveyMonkey](#)  
Check out our [sample surveys](#) and create your own now!

*Survey afterward gives participants a chance to win an extra \$50.*

*They must re-register in this independent survey system so we have their address to send them the gift card if they win.*

### Gates ABDS Training Video & Quiz

Please answer the following questions using a scale of 1-10 with 1 being "extremely disagree" and 10 being "extremely agree."

\*2. The Gates ABDS training video helped me better understand the accessory belt drive system.

1 2 3 4 5 6 7 8 9 10

\*3. This video helped me understand the failure modes of newer serpentine belts' EPDM design.

1 2 3 4 5 6 7 8 9 10

\*4. This video helped me understand the impact of worn or failed tensioners on the overall ABDS system.

1 2 3 4 5 6 7 8 9 10

Prev

Next

Powered by [SurveyMonkey](#)  
Check out our [sample surveys](#) and create your own now!



## Implementation Kit



## Here's How WD's Can Promote It

- › **Email your jobber contacts and professional service center contacts**
  - › We've provided suggested email messages on the next 2 slides
  
- › **Post banner ads on your customer portals or parts ordering sites**
  - › We have created a few different sizes of banner ads (see slide 25) and will provide the files to you
  
- › **Distribute flyers to your sales reps to use on their visits**
  - › We will provide PDFs of flyers for both Jobbers and Professional Service Centers
  
- › **Publish Articles in your electronic news publications or shop specials**
  - › We've provided suggested editorial content on slide 28



## Email message – Professional Service Center



**TO:** [Your Professional Service Center Email List]

**RE:** Free Training Brought To You By [Your Company Name]!

**Get Your Knowledge Up to Speed With Gates Acceleration Sessions, and get great incentives!** Introducing [www.GatesAccelerationSessions.com](http://www.GatesAccelerationSessions.com) – A new online training and rewards website.

Beginning Feb. 1, 2014, Professional Service Center Staff are invited to sign up for FREE online video training – Acceleration Sessions. A series of sessions throughout the year will feature information on critical systems such as the Accessory Belt Drive, Fuel, Timing and Cooling Systems. After each short video, you will be tested with a quick quiz. A passing grade of 70% or more will earn you an instant code for \$25 Dining Cash. Plus you'll get a certificate, and access to exclusive rebates.

### 5 Simple Steps to Accelerate Your Knowledge

- › 1. Go to [GatesOnlineTraining.com](http://GatesOnlineTraining.com)
- › 2. Create an account.
- › 3. Watch a short video
- › 4. Take a quiz and **unlock your Instant Rewards,**
  - › \$25 Dining Cash
  - › Certificate of Excellence
  - › Exclusive Rebates
- › 5. Cross your fingers, because you're now in the sweepstakes for a Gates Deluxe Tool Package.
  - › **Gates Deluxe Tool Package** has an MSRP of more than \$1000! You'll get consumer displays, ADP tool kit, refractometer, ratcheting set, and much more! Multiple winners per month.

Don't wait! Start today. Start here: [www.GatesAccelerationSessions.com](http://www.GatesAccelerationSessions.com)



## Email message – Auto Parts Store



**TO:** [Your Parts Store Email List]

**RE:** Free Training Brought To You By [Your Company Name]!

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### 5 Simple Steps to Accelerate Your Knowledge

- › 1. Go to [GatesAccelerationSessions.com](http://GatesAccelerationSessions.com)
- › 2. Create an account
- › 3. Watch a short video
- › 4. Take a quiz and get Certificate of Excellence
- › 5. Get your Virtual Marketing Kit and be automatically entered to win these great prizes!
  - › **Mystery Shopper \$50 Dining Cash** Answer our call correctly and have dinner on us. We're giving away hundreds of Dining Cash codes every month!
  - › **NASCAR Racing Experience** Includes race tickets and Pit Passes, airfare and hotel for two people valued at \$3,000 We will give away a NASCAR prize package each quarter!

Don't wait! Start today. Our Mystery Shopper starts calling right away, so the sooner you complete your training, the better your chances. Start here: [www.GatesAccelerationSessions.com](http://www.GatesAccelerationSessions.com)



## Banner Ads





# Sell Sheets

AUTO PARTS STORE PROFESSIONALS

**2014 ONLINE VIDEO TRAINING PROGRAM**

GET YOUR GATES KNOWLEDGE UP TO SPEED!

Quick training that earns you a chance to win great prizes.

**ACCELERATION SESSIONS**

[GatesAccelerationSessions.com](http://GatesAccelerationSessions.com)

A new online training and rewards website designed to help auto parts sales teams keep their Gates Knowledge Up to Speed!

TRAINING

[GatesAccelerationSessions.com](http://GatesAccelerationSessions.com)

**New for 2014, Acceleration Sessions for Auto Parts Store Professionals**

Beginning Jan. 1, 2014, Auto Parts Store Professionals are invited to sign up for FREE online video training— Acceleration Sessions. A series of sessions throughout the year will feature critical information on automotive systems. After each video, you will be tested with a short quiz. A passing grade of 70% or more will enroll you in the Mystery Shopper Program where you can win \$50 Instant Dining Cash. You'll also be automatically entered to win the NASCAR Racing Package Grand Prize.

<b>Jan. - March</b> Fuel System	<b>April - June</b> Accessory Belt Drive	<b>July - Sept.</b> Cooling System	<b>Oct. - Dec</b> Timing System

**5 Simple Steps to Accelerate Your Knowledge**

1. Go to [GatesAccelerationSessions.com](http://GatesAccelerationSessions.com)
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4. Take a quiz and get a Certificate of Excellence.
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**Mystery Shopper \$50 Dining Cash**  
Answer our call correctly and have dinner on us. We're giving away hundreds every month!

**NASCAR Racing Experience**  
Includes race tickets, Pit Passes, airfare and hotel for two valued at \$3,000. Each Acceleration Session has its own NASCAR prize package!

For more information about Gates Online Training, please contact your Gates Sales Representative.

**GATES CORPORATION**  
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Denver, CO 80202 USA  
303.768.1822  
[Gates.com](http://Gates.com)

Follow GatesAuto

There are separate versions for both Jobber and Service Center



## Editorial Content

Take Advantage of Our FREE Training!

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Beginning Jan. 1, 2014, FREE online video training is available to you as an [your company name] customer. It's called Acceleration Sessions and it's a series of sessions throughout the year that will feature information on critical systems such as the Accessory Belt Drive, Fuel, Timing and Cooling Systems. After each short video, you will be tested with a quick quiz. A passing grade of 70% or more will earn you instant Dining Cash rewards and chances to win prizes.

### **5 Simple Steps to Accelerate Your Knowledge**

- › 1. Go to [GatesAccelerationSessions.com](http://GatesAccelerationSessions.com)
- › 2. Create an account.
- › 3. Watch a short video
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- › 5. Get your Rewards and be automatically entered to win these great prizes!

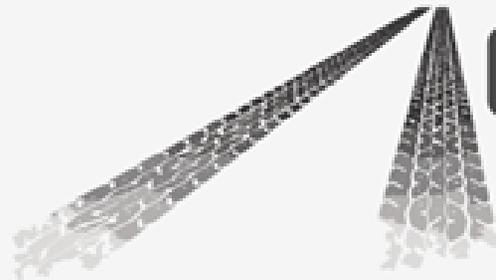
Don't wait! Start today!



START SPREADING THE WORD TODAY!

› **In our pilot program, we saw at least 15% increase in product sales at locations who had at least 1 participant.**





# ACCELERATION SESSIONS

Thank you, and we look forward to partnering with you on this education effort!

