

# TRAINING FOR INCREASED PROFITABILITY

**Branick**<sup>®</sup>



## Benefits of Proper Employee Training

Proper training and education is a must for your employees in order for you to capitalize fully on your nitrogen system investment. Your first step is to put it in your own tires. The second is to put it in your employee's tires. As with any product, the more familiar your employees are with the benefits of nitrogen inflation, the more confident they will feel in recommending it to your customers. Their increased level of skill and competence will also be evident to your customers, helping them feel like they have entrusted the service of their vehicle to a true professional. Naturally, this secure feeling leads to increased customer retention.

## Do We Need Training?

If you are questioning the value of a training program, consider the benefits it can offer your company.

- **Increased Sales:** Understanding and believing in the product makes it easier and more likely that your employees will offer it and really sell it.
- **Satisfied Customers:** Knowing how to correctly administer nitrogen inflation ensures that the customer will get the service they paid for and will be satisfied with that service.
- **Equipment Longevity:** Correct use and care of the equipment ensures that it will work efficiently and properly for many years. You've made the investment, make sure it lasts.

## Branick's Solution

Branick recognizes the importance of proper employee training regarding the benefits of nitrogen tire inflation. Therefore, we offer multiple means of getting you the right information to purchase equipment, sell nitrogen, perform the service, and maintain your equipment.

1. Videos
  - a. Nitrogen 485 Training Video – Demonstrates how to purge and inflate, correct placement of TPMS sensor, and more
  - b. Filter Maintenance video that instructs you in the only maintenance you need to perform to keep the system operating efficiently
2. Phone
  - a. Our customer service group has years of experience and is always available by phone to help you with any questions you have regarding your equipment and nitrogen service.
3. Email
  - a. For non-critical information, feel free to email us at [sales@branick.com](mailto:sales@branick.com) and we'll get back to you quickly with the information you need.
4. On-Site
  - a. Live training at your shop can be arranged at an additional cost. This provides first hand, comprehensive instruction on everything you need including sales, service, increasing profits, methods of selling, correct installation, and more.