



CCUSA

Training Program Guidelines (For Employers)

Tips for Success

The most important part of the application is the training program put together by the employer. This should detail the position being offered, what skills will be learned, how the training is going to be accomplished, who will supervise the trainee, what courses/formalized training will be involved, how the training will be evaluated and why the training must be done in the US as opposed to the applicant's home country. The training program must be typed, not handwritten and must be written by the employer, not the trainee.

A **cover letter** that includes:

- Brief summary of the company
- Purpose of training; how the training relates to the candidates education
- Explain how the training program offers training to the participant as opposed to just being a job and how the training is unique to the USA and not available to the participant in his/her home country.
- How the trainee will be orientated into the company (ie: organizational structure, operations, HR department, rotation among departments, orientation with each department)?
- How will the trainee be supervised and evaluated (ie: weekly meetings and write-ups with manager, monthly evaluation by department supervisor or HR director)?
- Salary outline

A **chronological breakdown** of objectives, tasks and methods of training: Methods of training should include how the trainee will observe, learn and practice tasks to meet the goals and objectives. This is the most important part of the training program and should be as detailed as possible.

Each **training segment** should address the following questions:

- What are the specific objectives and skills to be imparted?
- What tasks will the trainee do in order to reach these objectives?
- How will these objectives be obtained, i.e. hands-on training, classroom instructions, mentor shadowing?
- How will the trainee practice each task?
- How will this training segment prepare the trainee for the next session and/or build upon the skills obtained in a previous session?
- What are the duration and details of any classes or seminars included in the phase?

Note: Most training programs require several revisions.

Example Training Segment

Marketing and Sales

I. Objectives:

- Learn to promote the sales of products and recreational activities offered.
- Gain useful knowledge of products and recreational activities.
- Use of appropriate equipment and promotional printed materials to achieve sales goals in retail and recreation.
- Quickly assimilate information and communicate it to our customers to assist in their decision making process.
- Understand how activities, special events, sales promotions, brochures and flyers help the company and specifically, each individual profit center, achieve its sales goals and objectives.

II. Tasks:

- Attend and participate in all product knowledge training offered by the company and our supporting businesses and vendors.
- Read, learn and apply all knowledge applicable from promotional printed material and supportive web sites to assist in marketing products and recreational activities.
- Utilize this knowledge to assist in training the sales staff, to assist in the sales of these services and products to our customers.
- Assist, support and promote our many special events. Distribute promotional flyers and brochures and be able to communicate these events to customers.

III. Methods of Training:

- Learn to increase store sales through enhanced product knowledge and a better understanding of our recreation programs by attending in-house training seminars and participating in lessons offered. Department heads and staff instructors teach seminars and act as mentors.
- Attend sales training offered by company vendors to assist in acquiring marketing knowledge and confidence in selling these products and programs to customers. Demonstrate information learned in sales role-playing situations with instructors and then practice in store with Manager and then customers.
- Demonstrate acquired knowledge by assisting Manager in the training and sharing of marketing information to support staff in store and participating in company special events and promotions to customers. Trainee will actively demonstrate how recreation product knowledge helps to educate a customer thereby helping them make a better decision in buying a particular product.
- The trainee will work directly with the marketing and special event departments in coordinating and planning the staffing needs, equipment and logistics in these company events. The trainee will assist in the planning of the daily agenda for the event and participate in the actual event. After the event, the trainee will review with the Manager the experience and how these events help market the company and generate business.