



**Training Proposal for:
Watts Equipment Company**

Small Business \leq \$50,000

ET15-0279

Panel Meeting of: August 22, 2014

ETP Regional Office: Sacramento

Analyst: W. Sabah

CONTRACTOR

- Type of Industry: Services
 - Number of Full-Time Employees
 - California: 50
 - Worldwide: 50
 - Number to be trained: 50
 - Out-of-State Competition: No OSC
 - Special Employment Training (SET): Yes No
 - High Unemployment Area (HUA): Yes No
 - Turnover Rate: 6%
 - Repeat Contractor: Yes No
- Priority Industry: Yes No
- Owner Yes No

FUNDING

- Requested Amount: \$47,300
- In-Kind Contribution: \$47,500

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100 SET HUA	Business Skills, Commercial Skills, Continuous Impr, Computer Skills, Mgmt Skills	50	8-60	0-21	\$946	\$14.90
				Weighted Avg: 43			

- Reimbursement Rate: \$22 SB Non-Priority
- County(ies): San Joaquin
- Occupations to be Trained: Technicians, Administration/Parts Staff, Sales Staff, Managers
- Union Representation: Yes
 No
- Health Benefits: \$1.40 per hour

SUBCONTRACTORS

- Development Services: N/A
- Administrative Services: N/A
- Training Vendors: To Be Determined

OVERVIEW

Founded in 1967 and located in Manteca, Watts Equipment Company (Watts) (<http://www.wattsequipment.com/>) provides sales, services and repairs of warehouse equipment for customers based in the Central Valley. The Company also sells forklifts, tires, modular offices, mezzanines, and floor sweeping/scrubbing equipment; and, rents equipment such as forklifts and scissor lifts.

Need For Training

To remain competitive, Watts must maintain a highly skilled workforce. Training for technical workers will update their maintenance, repair, and solutions skills to keep pace with new and improved products.

Watts must also train its staff on software to improve efficiency, inventory management and customer support. In addition, sales and customer service training will be delivered.

SET/HUA

This proposal will be funded under Special Employment Training (SET). An employer is not required to demonstrate out-of-state competition. Trainees must be earning at least the statewide average hourly wage at the end of the retention period; however, since the facility is located in a High Unemployment Area, with unemployment exceeding the state average by at least 25%, trainees are eligible for a wage modification to the ETP Minimum Wage rather than the Statewide Average Hourly Wage. Watts is requesting a wage modification to \$14.90 per hour.

Training Plan

Business Skills – Training will be provided to Administration/Parts Staff and Sales Staff. Training includes topics such as Marketing/ Sales Techniques, Product Knowledge (Forklift), Maximizing Volume and Profit, and Consignment Trainings. Training will focus on product changes and aftermarket products such as forklift parts, warehousing parts and selling strategies to improve customer service while staying current with ever-changing industry demands.

Commercial Skills - Training will be provided to Technicians. Training will focus on forklift maintenance, diagnostic trouble shooting, and repair to develop competency, expertise and efficiency in material handling.

Computer Skills - Training will be provided to Administration/Parts Staff. Training includes Partner Site Overview and Softbase Training. Training will improve overall efficiencies, communication, inventory management and customer service.

Continuous Improvement - Training will be provided to all occupations. Training includes topics such as Problem Solving, Decision Making, Leadership Seminar, Time Management and Customer Satisfaction. Training will provide skills to improve quality, productivity and customer service.

Management Skills - Training will be provided to Managers. Training includes Leadership and Team Building, Management Styles, and Time Management for Supervisors. Training will provide effective leadership, improve efficiency and promote team work.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum**Class/Lab Hours**

8-60

Trainees may receive any of the following:

BUSINESS SKILLS

- Marketing/Sales Techniques
- Product Knowledge (Forklift)
- New Product (Forklift) Demonstration
- Customer Audits
- Maximizing Volume and Profit
- Consignment trainings

COMMERCIAL SKILLS

- Technical Terminology
- Planned Maintenance for Forklifts
- Troubleshooting Customer Equipment
- Service Manual Training
- Component Identification
- Planned Maintenance
- Hydraulic Systems
- Electrical and Wiring in Forklifts and Related Equipment
- Equipment Knowledge

COMPUTER SKILLS

- Partner Site Overview
- Softbase Training

CONTINUOUS IMPROVEMENT

- Problem Solving
- Decision Making
- Leadership Seminar
- Time Management
- Customer Satisfaction and Customer Retention
- Safety

MANAGEMENT SKILLS (Managers Only)

- Leadership and Team Building
- Management Styles
- Time Management for Supervisors

Safety Training will be limited to 10% of total training hours per-trainee

CBT Hours

0-21

BUSINESS SKILLS

- | | |
|--------------------------------|---------|
| • Class II Product – Classroom | 3 hours |
| • Sales Camp | 2 hours |
| • Toyota Product Specific | 2 hours |
| • 7FBEU Features and Benefits | 1 hour |
| • 8-Series Virtual Walkaround | 1 hour |
| • AC Power Mini-Series | 2 hours |

• Benefits of Fast Charging Industrial Equipment	1 hour
• Class I, II, III Product Quiz	6 hours
• Class III 8-Series	2 hours
• SAS Mini-Series	3 hours
• Strategies and Skills for Sales Professionals	12 hours
• TFS Application Survey Training Part 2	1 hour
• TFS Used Equipment Inspection Report	1 hour
• The Finance Game	2 hours
• Competitive Resource Guide	1 hour
• Control the Objection	2 hours
• The Professional Negotiator	2 hours
• Confirming the Sale	1 hour
• Strategic Objectives	1 hour
• Warehousing	1 hour
• Class II Ergonomics	1 hour
• Confirming the Sale Quiz	1 hour
• 7FBEU Features and Benefits	1 hour
• 8-Series Virtual Walkaround	1 hour
• Product Overview	1 hour
• Basics Module	2 hours
• Order Picker New Features and Benefit	1 hour
• TFS Application Survey Training Part 2	1 hour
• TFS Used Equipment Inspection Report	1 hour
• Toyota Hand Pallet Trucks	2 hours
• CSSR - Boot Camp	1 hour
• Basics Module	2 hours
• Carton Clamp	2 hours
• Competitive News	4 hours
• CSS Certification Quiz	1 hour
• CSS Planned Maintenance	1 hour
• CSSR Training- Action Plan	1 hour
• Fork Measurements	1 hour
• Paper Roll Clamp	2 hours
• PM Section 1 Body Inspection	2 hours
• PM Section 10 Check Hydraulic System	1 hour
• PM Section 11 Hydraulic and Electrical System	1 hour
• PM Section 12 Stall Test Demonstration	1 hour
• PM Section 13 SAS and Active Mast Control	1 hour
• PM Section 14 Chain Inspection and Measuring	1 hour
• PM Section 15 Wrap Up	1 hour
• PM Section 2 Under the Hood and LP Inspection	1 hour
• PM Section 3 OHG and Body Inspection	1 hour
• PM Section 4 Cooling System and Fan Belt	1 hour
• PM Section 5 Transmission Tires and Wheels	1 hour
• PM Section 6 Steer Axle Exhaust Noise	1 hour
• PM Section 7 Brake System Inspection	1 hour
• PM Section 8 Fork and Chain Inspection	1 hour
• PM Section 9 Mast Rails Carriage	1 hour
• PM Section Introduction	1 hour
• Side Shifting Fork Positioner	2 hours

• Strategies and Skills for Sales Professionals	12 hours
• Strategies for Success	8 hours
• Territory Strategies	2 hours
• Component Cause and Effect	1 hour
• Control the Objection	1 hour
• Customer Relations Classroom	1 hour
• Planned Maintenance 301	1 hour
• 7-Series I.C. Large	1 hour
• 8FBCU20-32 Product Overview	1 hour
• AC Power Mini-Series	2 hours
• Class III Electric Walkie Adjustable Straddle Stacker	2 hours
• Components Inspection Series	10 hours
• Control the Objection Quiz	1 hour
• CSS Second Gear Certification Quiz	1 hour
• SAS Mini-Series	3 hours
• Confirming the Sale	1 hour
• Strategic Objectives	1 hour
• The Professional Negotiator	1 hour
• Benefits of Fast Charging Industrial Equipment	1 hour
• Class II & III 8-Series	2 hours
• Confirming the Sale Quiz	1 hour
• CSS Third Gear Certification Quiz	1 hour
• The Professional Negotiator Quiz	1 hour
• -Series I.C. Large	1 hour
• 8-Series Virtual Walkaround	1 hour
• Product Overview	1 hour
• AC Power Mini-Series 2 hours Carton Clamp	2 hours
• Class III 7HBW23 Pallet Jack	1 hour
• Class III Walkie/Rider Pallet Trucks	1 hour
• Fork Measurements	1 hour
• PM Section Introduction	1 hour
• SAS Mini-Series	3 hours
• Single Double	2 hours
• Territory Strategies	2 hours
• Toyota Hand Pallet Trucks	2 hours

COMMERCIAL SKILLS

• 8 Series Large Capacity	1 hour
• 8FBCU20-32 Product Overview	1 hour
• Basics Module	2 hours
• Class III 8-Series	1 hour
• Dealer Parts Support Policy Manual	1 hour
• General Product/Toyota Engines	7 hours
• Parts Bronze Test	1 hour
• Parts Customer Relations	1 hour
• Parts Pricing Controls	1 hour
• Parts Terms- Lost Sales Parts Work Shop	1 hour
• Related Parts Selling	1 hour
• SAS Mini-Series	3 hours

• Online EPC Training - Parts Webex	1 hour
• Related Parts Selling - Parts Webex	1 hour
• Telephone Skills - Parts Webex	1 hour
• PM: Forks Mast and Chains Webex	1 hour
• PM: Wheels, Steering and Axle Webex	1 hour
• 5S Workplace Optimization Strategy	1 hour
• Asking 5 Why questions	2 hours
• Order Picker New Features and Bene	1 hour
• Database Accuracy -Service Fill Rate	1 hour
• Effective Parts Management	1 hour
• Hydraulic Systems Powertrain	8 hours
• Improving Parts Sales	1 hour
• Parts Departmental Appearance	1 hour
• Parts Silver Quiz	1 hour
• Advanced Parts Training	1 hour
• Strategies and Skills for Sales Professionals	12 hours
• 5S Workplace Optimization Strategy	1 hour
• Class II 7BPUE 15 Order Picker New Features and Benefits	1 hour
• Class III 8-Series	1 hour
• Parts Departmental Appearance	1 hour
• Parts Terms- Lost Sales Parts Work Shop	1 hour
• Strategic Planning for Managers	2 hours
• Toyota Hand Pallet Trucks	2 hours
• T500 - Opportunities for Success	1.5 hours
• Forklift Operator Training Quiz	1.5 hours
• General Awareness	1.5 hours
• Periodic Maintenance	8 hours
• Technician Introduction	12 hours
• Technical Work Experience	1.5 hours
• Service Manager Signoff – Bronze	1.5 hours
• T140 - General Products/Toyota Engines	1.5 hours
• T200 - Electrical Systems & Theory	1.5 hours
• T250 - IC Chassis Electrical Diagnosis	1.5 hours
• T375 - Mast Inspection & Repair	1.5 hours
• Electrical Systems and Theory	11 hours
• T650-Class III Low Lift Pallet Truck	1.5 hours
• General Product/Toyota Engines	11 hours
• Hydraulic Systems Powertrain	12 hours
• Material Handling Testing and Relief Pressure Adjustment	1.5 hours
• Oil Pressure Measurement and Stall Tests	1.5 hours
• Technical Bronze Certification Test	1.5 hours
• 6HB/6TB Powered Pallet Trucks & Tow Tractors Video	1.5 hours
• Diesel Engine Repair Video Quiz	1.5 hours
• Electronic Engine Control Systems Video Quiz	1.5 hours
• Keeping the Customer Satisfied Video Quiz	1.5 hours
• New & Improved LPG Regulator Video	1.5 hours
• Planned Maintenance Protecting Your Investment	

Video Quiz	1.5 hours
• SAS - System of Active Stability Video Quiz	1.5 hours
• The Basics of DC Electricity Video	1.5 hours
• Torque Converter Transmissions Video Quiz	1.5 hours
• Understanding AC Motor Technology Video Quiz	1.5 hours
• Class II Order Picker & Reach Truck	1.5 hours
• Class I Electric Lift Truck	1.5 hours
• ASE Requirement (Tech Silver)	1.5 hours
• 7-Series Digital Display Operation	1.5 hours
• 7HBW23 Lift Truck Programming	1.5 hours
• 8-Series Electrical Wiring Diagram v2	1.5 hours
• Introduction Module	3 hours
• AC Power Mini-Series	3 hours
• Basics Module	4.5 hours
• Benefits of Fast Charging Industrial Equipment	1.5 hours
• Class I - 7BNCU Stand-Up Rider	1.5 hours
• Class II 8-Series Reach Truck	1.5 hours
• Class III 7HBW23 Pallet Jack	1.5 hours
• Class III Electric Walkie Adjustable Straddle Stacker	1.5 hours
• Class III Walkie/Rider Pallet Trucks	1.5 hours
• Emissions and ECS Mini-Series	4.5 hours
• Material Handling Testing and Relief Pressure Adjustment	1.5 hours
• Oil Pressure Measurement and Stall Tests	1.5 hours
• SAS Mini-Series	4.5 hours
• ASE A1 Auto Engine Repair	1.5 hours
• ASE A3 Auto Manual Drive Train and Axles	1.5 hours
• ASE A4 Auto Suspension and Steering	1.5 hours
• ASE A5 Auto Brakes	1.5 hours
• ASE A6 Auto Electrical/Electronic Systems	1.5 hours
• ASE A8 Auto Engine Performance	1.5 hours
• ASE A9 light Vehicle Diesel Engines	1.5 hours
• ASE E1 TRK EQ Installation and Repair Specialist	1.5 hours
• ASE E2 TRK EQ Electrical/Electronic Systems Installation and Repair	1.5 hours
• ASE E3 TRK EQ Auxiliary Power Systems Installation and Repair	1.5 hours
• ASE F1 Alt Fuel Compressed Natural Gas Vehicle	1.5 hours
• ASE T1 Truck Gasoline Engines	1.5 hours
• ASE T2 Truck Diesel Engines	1.5 hours
• ASE T3 Truck Drive Train	1.5 hours
• ASE T4 Truck Brakes	1.5 hours
• ASE T5 Truck Suspension and Steering	1.5 hours
• ASE T6 Truck Electrical/Electronic Systems	1.5 hours
• ASE T8 Truck Preventive Maintenance Inspection	1.5 hours

<p>Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery. CBT is capped at 50% of total training hours, per-trainee.</p>
