Prism Lighting Group™ (Prism) is the leading supplier of customized lighting solutions for exhibits, retail, special projects and environments, offering a full line of innovative LED, and traditional lighting products. We specialize in energy-efficient LED lighting, investing in research and development to produce a signature line of innovative, custom-engineered display lights which account for about one third of our total sales.

Prism is becoming a clear market leader in Canada with a strong reputation as 'The' LED specialists who offer full-service, turn-key solutions, including the design, manufacturing, customization, and installation of superior quality lighting, combined with superior customer service and competitive prices.

Rationale for Training: As a result of the growth over the last couple of years, Prism has crossed the threshold of wanting to be more organized to 'needing' to be more organized. Through Sage CRM training, Prism will be able to create an efficient, systematic process to control the flow of information as it moves through the sales and marketing departments and will be in a significantly better position to manage growth.

With computerized systems so widely used in business, it is a disadvantage if a company does not incorporate information technology into its operations. A company's investment in technology and business systems can only be maximized with the support of a strong training program. With the training of users identified as one of the success factors in the implementation of technology.

Research has shown that IT users who receive training from other users or IT specialists within a company influence the perceived usefulness of the system. External training has a positive effect on the perceived ease of use of IT, which they theorize may enhance computer skills and reduce 'negative attitude' barriers to the acceptance of IT. A lack of training is a number one cause of user frustration.

Subsequently, one of the major challenges in implementing new technology is not properly investing in the employee training needed to adopt the technology in an efficient and effective manner. With SAGE CRM business system training Prism can:

- Improve the effectiveness and impact of this new technology
- Improve employee performance
- Increased efficiencies in processes, resulting in financial gain (reduce cost & increase profit)
- Increased capacity and employee motivation to adopt CRM technologies and methods
- Increase company's competitiveness
- Dramatically reduced technology ramp up time
- Ensuring ROI on our investment in the technology and our people
- Making sure the team feels like they know the correct way of doing things
- Create efficiencies by saving time from trial and error so that tasks are completed in the shortest amount of time

They will increase the profitability of our company, by increasing business productivity and performance, reducing costs, satisfying the expectations of customers, delivering the same or better results every time, better internal organization, and continuous problem solving will increase profitability and strengthen the long-term stability of the company.

Training proposal for Prism Tradeshow Lighting

DCAA mycrm manager

Prism Lighting Group™
Attn: Shelley Simpson
May 1st, 2017

Sage CRM

Thank you for the opportunity to provide a proposal and training plan for the deployment of Sage CRM. This training program will help Prism Lighting Group™ (Prism) maximize the benefit of customer and prospect interactions. Proper training on how to leverage the finer points of Sage CRM will reduce operating costs and improve returns on your human resources.

Overview of the Training Plan: The proposed training plan is broken down into stages outlined in the grid below. We will take an advanced training "one to one" approach for higher level CRM Administrator training and a basic introductory group training approach to End Users. While DCAA will certainly participate in the launch of Sage CRM to all users, referred to as the 'Deployment' stage in the grid provided, the training in the schedule provided will be focused CRM Administrator and Train the Trainer approach.

Training Stage	Content Overview	Proposed Start and Duration	Total Fee
Planning	This involves detailed explanations of the capabilities of Sage CRM and then documenting, together, how Sage CRM will be configured to meet Prism's specific requirements.	July 1st to August 1st 24 hours	
Deployment	As the application is made available to end users, questions will flow through Prism's CRM Administrator and I will work with this individual and the end users to gradually improve their knowledge and understanding of the application.	August 1st to August 15th 12 hours	$12,500
Analyse	Once the application has been deployed, we will begin reporting back on the accumulated data, learning the finer points of reports and dashboards within Sage CRM.	August 15th to September 1st 24 hours	
Adjust	As the system is deployed and we begin reporting back on data, we will need to advance on our original training to accommodate real world scenarios at Prism.	September 1st to 15th 12 hours	
Total		**72 hours**	**$12,500**

This training program will support the introduction of new technology, Sage CRM, and help Prism maximize the benefit of customer and prospect interactions. It provides a new type of training to employees that improves workplace productivity by upgrading the skill our current employees and increase the long term competiveness of Prism in our industry. With proper training on how to leverage the finer points of Sage CRM, it will reduce operating costs and improve returns on your human resources. This training provides us with a new and different solution to helping track and increase revenue at Prism by building, and maintaining customer relationships through Sage CRM.

mycrm manager

Instructional Methodlogies: All training will be deliverd in the following format:

- Synchronous online learning in a one to one and /or group sessions where applicable. All sessions will be delivered in 1 to 2.5 hours with none exceeding 3 hours in duration for a single session. This will mean a minimum of four sessions will be delivered to end users over an 8 week period.

- Instructional tools will utilize "go to meeting" audio and screen share, supported by additonal resources such as videos and workbook.

Sage CRM training with DCAA:
DCAA is a boutique training organization that specializes in helping organizations get the most of their Sage CRM strategies, having focused exclusively on Sage CRM since 2004. DCAA comes highly recommended by Sage (publishers of Sage CRM).

About Dan Cousins:
Dan Cousins has developed himself into the leading Sage CRM trainer in North America quite deliberately. He has worked with hundreds of companies over the past 12 years, and therefore has a unique perspective and skill set geared towards making Sage CRM projects successful. Being a good Sage CRM trainer requires a combination of experience and communication skills. Watch this three-minute video for a summary of Dan's methodical training approach.

Sincerely,
Dan
416.233.3188