



Train with Truck Marketing Institute

Graduates of TMI are confident in their product knowledge and ability to meet the requirements of the toughest applications and the most demanding fleet buyers.

Since 1964 more than 62,550 graduates of TMI have been trained in truck selection and application: How to spec trucks — the meaning of the terminology, the intricacies of the product, and how to interpret and compare specifications.

The Goal: Sales Professionals

TMI is a great way to expand and improve your sales force. Get new truck personnel up-and-running in a short time, and provide continuation training for truck specialists who need to stay ahead in a world of change.

Gain Product Knowledge

A part of the Precision Truck Training course focus is truck fundamentals and procedures for truck selection and application. Another part is learning and applying product knowledge gained from the International data book.

The “Classroom” Comes to the Student

TMI students make the best use of their time. Correspondence courses allow them to stay on the job while completing flexible, self-paced training using the printed TMI textbook or the optional “eBook” version available for Training Unit 2 and Unit 3. The 10-lesson Training Unit 1 can be completed in as little as 45 hours of study time. Training Units 2 and 3 are also 10-lessons, these courses can be completed with about 50 to 70 hours of study time.

Every student is a “class of one,” tutored expertly by a TMI instructor, who critiques the achievement test following each lesson. Test scores are normally returned one business day after the test arrives at TMI by fax or mail, using the prepaid envelopes provided.

Training Recommendations

Three Precision Truck courses make up the Training Unit package designed to move the International student along a study path starting with truck basics (Unit 1), then into medium duty diesels (Unit 2) and completing with a comprehensive course on heavy duty models (Unit 3). Newcomers to truck sales should take the three Unit package as initial product training. However, each Unit stands on its own, so an experienced person can take any Unit. Please review the highlights of each Unit below.

UNIT 1: Truck Basics. Excellent introductory course to gain medium-duty truck knowledge. Product training concentrates on the International DuraStar / MV and WorkStar / HV model lines. Students must have access to and will learn where to find information using your International CT-400 sales data reference. (Textbook: Precision Truck Selling, Course II).

UNIT 2: Medium Diesel Models. Class 5-6-7 diesel models are thoroughly covered here. Students answer questions on the International product and on competitive makes including the imports. The course is self-contained using TMI’s Truck Data Digest for medium duty product information. (Textbook: Precision Truck Selling, Course IV).

UNIT 3: Heavy Duty Models. Complete coverage of heavy duty Class 8 straight truck and tractor applications constitutes this course. Students will be asked to furnish International product answers to the truck application questions, so the CT-400 will be needed. (Textbook: Precision Truck Training, Course III).

Enrollments and Tuition

Enroll any time throughout the year. TMI’s Precision Truck courses are a vital investment in heavy truck selection knowledge and the cost is reasonable—with no travel time or added costs. The courses include everything except the data book. Discounts are available for five or more enrollments. Refer to “Group Enrollment Discounts” on the application form.

Business sponsored enrollments are treated as company property. If an active course is not completed for any reason, the value of the “unused” lessons can be credited to enroll another employee.

Enroll Today!

Professionalism in truck selling starts with enrollment in TMI courses today! Use the enrollment application on the page following the course descriptions, or you can call our Registrar **toll free at (800) 447-1251**. If outside the U.S. or Canada call (805) 684-4558. Our 24-hour fax number is (805) 684-2868.

Your Satisfaction Assured: Get a full refund if you are not satisfied. Simply return unused course materials within 30 days and we will cancel the invoice.



Truck Marketing Institute ■ 1090 Eugenia Pl. ■ Carpinteria, CA 93013
 Tel: 805-684-4558 ■ Fax: 805-684-2868 ■ www.tmitraining.com



Precision Truck Training
 Enrollment Application
 INTERNATIONAL TRUCKS
ENROLL BY PHONE, FAX, OR MAIL

TO: Registrar, Truck Marketing Institute
 Please enroll and train the following employee(s) as stated in the TMI Enrollment Agreement (below).

Total: US\$ _____ payable to: Truck Marketing Institute

Invoice my company; payable in 30 days.
 Purchase Order Number: _____

Check/Bank Note enclosed, less 2% prepaid discount.

Payment by Credit Card:

VISA MasterCard American Express Discover

CREDIT CARD NUMBER _____ EXPIRATION DATE _____

NAME ON CARD _____

CARD HOLDER'S SIGNATURE _____ DATE _____

Call Toll-Free **800-447-1251**

Tuitions: Effective January 1– December 31, 2018

| | USA or Canada | Other Countries | 2018 TUITIONS IN US\$ |
|---------|---------------|-----------------|-----------------------------|
| Unit 1 | \$ 695 | \$ 740 | |
| Unit 2* | \$ 795 | \$ 855 | |
| Unit 3* | \$ 825 | \$ 905 | |

Unit 1 Textbook Precision Truck Selling Course II
 Unit 2 Textbook Precision Truck Training Course IV
 Unit 3 Textbook Precision Truck Training Course III

*An optional Compact Disc with a PDF "eBook" version of the textbook for Unit 2 or Unit 3 is available. Mark below for this \$30 addition.

| TMI USE | Source | Date Enrollment Accepted |
|-----------|-----------------|--------------------------|
| Bank | Check # _____ | \$ _____ |
| Registrar | Invoice # _____ | \$ _____ |

| Please typewrite or print | | | | Check Units Wanted | | |
|---------------------------|--------------------------|----------------|---------------|--------------------------|--------------------------|--------------------------|
| Mr. | Ms. | Enrollee Names | Email Address | 1 | 2 | 3 |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

TUITION DISCOUNT: Enroll five or more and deduct \$15 per student. For details, call our toll-free number.

Yes, we would like _____ copies of the optional \$30 "eBook" version of the TMI textbook(s), in addition to the printed copy. NOT available for Unit 1.

Company / Dealership _____

| | | |
|--|---|---|
| Mailing Address _____ | Sponsor's Name and Title (please print) _____ | Field Office Location (if Applicable) _____ |
| City _____ | Sponsor's Email _____ | Dealer Code and Make _____ |
| State/ Zip Code (Province/Mail Code) _____ | Sponsor's Signature and Date _____ | Telephone _____ |

Enrollment Agreement

PREREQUISITES. Sponsor affirms that enrollee has a functional knowledge of English and arithmetic. Enrollment is intended for purposes of professional improvement.

TUITION. Includes a registration fee of US\$80 for LT-2 and Course I; US\$120 for Courses II, III and IV plus any TMI furnished textbook(s), California sales tax, grading services, revisions during the enrollment term, two-way postage for US and Canada enrollments and proof of successful completion for each qualified graduate.

PAYMENT. Tuition is payable with application or within 30 days of invoicing, or this agreement will be nullified and students disenrolled. TMI is not part of any tuition agreement between sponsor and named student.

TEXTBOOKS. Textbooks are for named student only. Unauthorized reproduction or reuse of the materials in any manner is prohibited.

TRANSFERS. Active status enrollment may be transferred with a charge based on the current tuition minus credits for unused exam services and the original textbook (if retained by sponsor).

ENROLLMENT TERM. Enrollment term is six months for LT-2 and Course I. Twelve months for Courses II, III and IV.

INACTIVE STATUS. Expired enrollments become inactive, but may be reactivated at no charge upon receipt of next exam.

EXPIRATION. Expiration notice will be sent to the sponsor prior to the end of the enrollment term. Course may then be extended, put on inactive status, transferred or held open for transfer to another employee.

CANCELLATION. Thirty calendar days or less after this application is signed, the enrollment may be cancelled and no tuition will be charged.

Beyond thirty calendar days after the application is signed (and before end of the enrollment term) the course may be cancelled and a refund requested. Refund is a percentage of refundable tuition and is based on the percentage of exams completed (see table below). Refundable tuition is the original tuition minus the registration fee.

| Percentage of Exams Graded | Percentage of Refundable Tuition |
|----------------------------|----------------------------------|
| None | 100% |
| 10% | 90% |
| 11 to 25% | 75% |
| 26 to 50% | 50% |
| 51% or more | None |

CONFIRMATION. Party responsible for tuition payment will receive a copy of the accepted Enrollment Application.