

This survey is broken into 3 parts:

Part 1—You and your training preferences.

Part 2—Your training experience with American Standard/DXV, Dornbracht, Grohe, Hansgrohe, Kohler, Moen and/or Rohl.

Part 3—Your most useful training experiences.

We appreciate your thoughtful responses.

* 1. How many years of experience do you have in your industry?

* 2. What is your current job title?

* 3. What's your primary focus? Please select one of the following.

- ☐ Single family, residential
- ☐ Multifamily
- ☐ Hospitality
- ☐ Other (please specify)

* 4. If you're responsible for training others in your company, how many individuals do you train?

- ☐ n/a
- ☐ 1 to 10
- ☐ 11 to 20
- ☐ 21 to 30
- ☐ 31 to 50
- ☐ More than 50

* 5. To the best of your knowledge, please list the titles and general roles of all involved in the faucet selection process, inside and outside of your company. Include your own involvement in the process.

* 6. Please rate each of the following training delivery methods.

	Very ineffective	Somewhat effective	Effective	Very effective
Literature, display materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles in trade publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newsletters - email or otherwise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White papers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites, videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eLearning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars, podcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media, apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visits from manufacturer's representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corporate experience center and/or factory tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traveling presentations (road shows) and/or exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conferences, conventions, trade shows, industry association events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

* 7. Please rate each of the following training reward types.

	Very ineffective	Somewhat effective	Effective	Very effective
Cash, rebates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Required Continuing Education Units (CEUs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

* 8. Please rate your interest in the following PRODUCT topics.

	Not interested	Somewhat interested	Interested	Very interested
Styles, aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product introductions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warranties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Functionality, features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price, value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

* 9. Please rate your interest in the following TECHNICAL topics.

	Not interested	Somewhat interested	Interested	Very interested
Installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Codes and standards, ADA, government regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology, innovations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manufacturing processes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 10. Please rate your interest in the following BUSINESS topics.

	Not interested	Somewhat interested	Interested	Very interested
Industry trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supply chain efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Troubleshooting, customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving customer service, relationship management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 11. Please rate your interest in the following SALES TOOLS/PROGRAMS.

	Not interested	Somewhat interested	Interested	Very interested
Lifestyle selling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing difficult customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overcoming client objections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling to close - from start to finish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Part 2—Your training experience with American Standard/DXV, Dornbracht, Grohe, Hansgrohe, Kohler, Moen and/or Rohl.

* 12. Have you received manufacturer-led training from AMERICAN STANDARD/DXV?

- ☐ Yes
- ☐ No

13. If you answered no to question 12, please move to question 18. If you answered yes, what training topics from AMERICAN STANDARD/DXV have been most valuable? Why?

14. If yes, what training topics from AMERICAN STANDARD/DXV have been least valuable? Why?

15. If applicable, which training delivery methods does AMERICAN STANDARD/DXV utilize? (check all that apply)

- ☐ Literature, display materials
- ☐ Articles in trade publications
- ☐ Newsletters - email or otherwise
- ☐ White papers
- ☐ Websites, videos
- ☐ eLearning
- ☐ Webinars, podcasts
- ☐ Social media, apps
- ☐ Visits from manufacturer's representatives
- ☐ Corporate experience center and/or factory tours
- ☐ Traveling presentations (road shows) and/or exhibits
- ☐ Conferences, conventions, trade shows, industry association events
- ☐ Other (please specify)

16. If applicable, how have you been rewarded for training by AMERICAN STANDARD/DXV? (check all that apply)

☐ Cash, rebates

☐ Swag

☐ Required Continuing Education Units (CEUs)

☐ Certification

☐ Entertainment

☐ Trips

☐ Other (please specify)

17. If applicable, please describe any special tools or programs provided by AMERICAN STANDARD/DXV to help you learn, train your employees and/or sell to your clients.

* 18. Have you received manufacturer-led training from DORNBACHT?

☐ Yes

☐ No

19. If you answered no to question 18, please move to question 24. If you answered yes, what training topics from DORNBACHT have been most valuable? Why?

20. If yes, what training topics from DORNBACHT have been least valuable? Why?

21. If applicable, which training delivery methods does DORNBACHT utilize? (check all that apply)

- ☐ Literature, display materials
- ☐ Articles in trade publications
- ☐ Newsletters - email or otherwise
- ☐ White papers
- ☐ Websites, videos
- ☐ eLearning
- ☐ Webinars, podcasts
- ☐ Social media, apps
- ☐ Visits from manufacturer's representatives
- ☐ Corporate experience center and/or factory tours
- ☐ Traveling presentations (road shows) and/or exhibits
- ☐ Conferences, conventions, trade shows, industry association events
- ☐ Other (please specify)

22. If applicable, how have you been rewarded for training by DORNBACHT? (check all that apply)

- ☐ Cash, rebates
- ☐ Swag
- ☐ Required Continuing Education Units (CEUs)
- ☐ Certification
- ☐ Entertainment
- ☐ Trips
- ☐ Other (please specify)

23. If applicable, please describe any special tools or programs provided by DORNBACHT to help you learn, train your employees and/or sell to your clients.

* 24. Have you received manufacturer-led training from GROHE?

☐ Yes

☐ No

25. If you answered no to question 24, please move to question 30. If you answered yes, what training topics from GROHE have been most valuable? Why?

26. If yes, what training topics from GROHE have been least valuable? Why?

27. If applicable, which training delivery methods does GROHE utilize? (check all that apply)

☐ Literature, display materials

☐ Articles in trade publications

☐ Newsletters - email or otherwise

☐ White papers

☐ Websites, videos

☐ eLearning

☐ Webinars, podcasts

☐ Social media, apps

☐ Visits from manufacturer's representatives

☐ Corporate experience center and/or factory tours

☐ Traveling presentations (road shows) and/or exhibits

☐ Conferences, conventions, trade shows, industry association events

☐ Other (please specify)

28. If applicable, how have you been rewarded for training by GROHE? (check all that apply)

☐ Cash, rebates

☐ Swag

☐ Required Continuing Education Units (CEUs)

☐ Certification

☐ Entertainment

☐ Trips

☐ Other (please specify)

29. If applicable, please describe any special tools or programs provided by GROHE to help you learn, train your employees and/or sell to your clients.

* 30. Have you received manufacturer-led training from HANSGROHE?

☐ Yes

☐ No

31. If you answered no to question 30, please move to question 36. If you answered yes, what training topics from HANSGROHE have been most valuable? Why?

32. If yes, what training topics from HANSGROHE have been least valuable? Why?

33. If applicable, which training delivery methods does HANSGROHE utilize? (check all that apply)

- ☐ Literature, display materials
- ☐ Articles in trade publications
- ☐ Newsletters - email or otherwise
- ☐ White papers
- ☐ Websites, videos
- ☐ eLearning
- ☐ Webinars, podcasts
- ☐ Social media, apps
- ☐ Visits from manufacturer's representatives
- ☐ Corporate experience center and/or factory tours
- ☐ Traveling presentations (road shows) and/or exhibits
- ☐ Conferences, conventions, trade shows, industry association events
- ☐ Other (please specify)

34. If applicable, how have you been rewarded for training by HANSGROHE? (check all that apply)

- ☐ Cash, rebates
- ☐ Swag
- ☐ Required Continuing Education Units (CEUs)
- ☐ Certification
- ☐ Entertainment
- ☐ Trips
- ☐ Other (please specify)

35. If applicable, please describe any special tools or programs provided by HANSGROHE to help you learn, train your employees and/or sell to your clients.

* 36. Have you received manufacturer-led training from KOHLER?

☐ Yes

☐ No

37. If you answered no to question 36, please move to question 42. If you answered yes, what training topics from KOHLER have been most valuable? Why?

38. If yes, what training topics from KOHLER have been least valuable? Why?

39. If applicable, which training delivery methods does KOHLER utilize? (check all that apply)

- ☐ Literature, display materials
- ☐ Articles in trade publications
- ☐ Newsletters - email or otherwise
- ☐ White papers
- ☐ Websites, videos
- ☐ eLearning
- ☐ Webinars, podcasts
- ☐ Social media, apps
- ☐ Visits from manufacturer's representatives
- ☐ Corporate experience center and/or factory tours
- ☐ Traveling presentations (road shows) and/or exhibits
- ☐ Conferences, conventions, trade shows, industry association events
- ☐ Other (please specify)

40. If applicable, how have you been rewarded for training by KOHLER? (check all that apply)

☐ Cash, rebates

☐ Swag

☐ Required Continuing Education Units (CEUs)

☐ Certification

☐ Entertainment

☐ Trips

☐ Other (please specify)

41. If applicable, please describe any special tools or programs provided by KOHLER to help you learn, train your employees and/or sell to your clients.

* 42. Have you received manufacturer-led training from MOEN?

☐ Yes

☐ No

43. If you answered no to question 42, please move to question 48. If you answered yes, what training topics from MOEN have been most valuable? Why?

44. If yes, what training topics from MOEN have been least valuable? Why?

45. If applicable, which training delivery methods does MOEN utilize? (check all that apply)

- ☐ Literature, display materials
- ☐ Articles in trade publications
- ☐ Newsletters - email or otherwise
- ☐ White papers
- ☐ Websites, videos
- ☐ eLearning
- ☐ Webinars, podcasts
- ☐ Social media, apps
- ☐ Visits from manufacturer's representatives
- ☐ Corporate experience center and/or factory tours
- ☐ Traveling presentations (road shows) and/or exhibits
- ☐ Conferences, conventions, trade shows, industry association events
- ☐ Other (please specify)

46. If applicable, how have you been rewarded for training by MOEN? (check all that apply)

- ☐ Dollars, rebates
- ☐ Swag
- ☐ Required Continuing Education Units (CEUs)
- ☐ Certification
- ☐ Entertainment
- ☐ Trips
- ☐ Other (please specify)

47. If applicable, please describe any special tools or programs provided by MOEN to help you learn, train your employees and/or sell to your clients.

* 48. Have you received manufacturer-led training from ROHL?

☐ Yes

☐ No

49. If you answered no to question 48, please move to the next page. If you answered yes, what training topics from ROHL have been most valuable? Why?

50. If yes, what training topics from ROHL have been least valuable? Why?

51. If applicable, which training delivery methods does ROHL utilize? (check all that apply)

☐ Literature, display materials

☐ Articles in trade publications

☐ Newsletters - email or otherwise

☐ White papers

☐ Websites, videos

☐ eLearning

☐ Webinars, podcasts

☐ Social media, apps

☐ Visits from manufacturer's representatives

☐ Corporate experience center and/or factory tours

☐ Traveling presentations (road shows) and/or exhibits

☐ Conferences, conventions, trade shows, industry association events

☐ Other (please specify)

52. If applicable, how have you been rewarded for training by ROHL? (check all that apply)

☐ Cash, rebates

☐ Swag

☐ Required Continuing Education Units (CEUs)

☐ Certification

☐ Entertainment

☐ Trips

☐ Other (please specify)

53. If applicable, please describe any special tools or programs provided by ROHL to help you learn, train your employees and/or sell to your clients.

Part 3—Your most useful training experiences.

* 54. Besides faucet manufacturers, what other companies provide useful training? Describe.

* 55. Of all of the manufacturer-led training you've received, which company's training did you find most useful? Why?

56. Do you have any other thoughts or input regarding industry training observations or desires?

* 57. In the event we need to follow up to clarify a comment, please provide your first and last name, company, email and phone number.

First/Last Name:

Company:

Email:

Phone Number: