

# DELTA/BRIZO COMPETITIVE TRAINING STUDY



**MILLERBROOKS**

Presented:  
June 2016

# AGENDA

1. Mission, Goals & Methodology
2. Overview of Interviewees
3. At-A-Glance Highlights by Brand
4. Competitive Comparison, Gap Analysis & Considerations
5. Next Steps
6. Appendix



# MISSION, GOALS & METHODOLOGY

What's the purpose?



# MISSION

To benchmark Delta Faucet Company's overall training program against the primary competitive set.

Identifying best practices and potential gaps in order to prioritize new and ongoing training efforts in support of a growing product portfolio and multi-brand strategy.

Competitive set included:

- American Standard/DXV
- Dornbracht
- Grohe
- Hansgrohe
- Kohler
- Moen
- Rohl



# GOALS

Supply Delta Faucet Company's executive team with a competitive training gap analysis.

Prioritization of suggested new and ongoing training efforts for use when developing new showroom training experiences.

# METHODOLOGY

Quantitative, voice-of-customer online survey was deployed in June 2016. Survey was distributed to nearly 500 Delta Faucet Company showroom event attendees, as well as those interviewed for the original research initiative in 2013. Additional phone interviews were conducted to dive deeper into responses.

Exploratory research, including online, industry associations, events, etc.



# METHODOLOGY

90 phone and online interviews were completed.

This survey is broken into 3 parts:

*Outreach*—How do other faucet brands gain the interest of the target audience?

*Education*—Which topics are covered by other faucet brands and what methods are being used (i.e. In-person, online, etc.) to conduct training?

*Engagement*—How do other brands measure and reward training program success?

# INTERVIEWEE OVERVIEW

Getting to know the “feet on the street.”

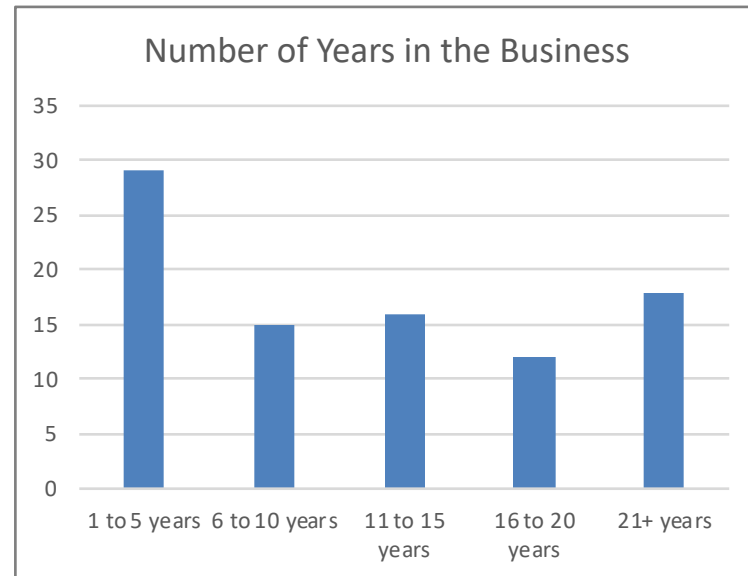




# INTERVIEWEES

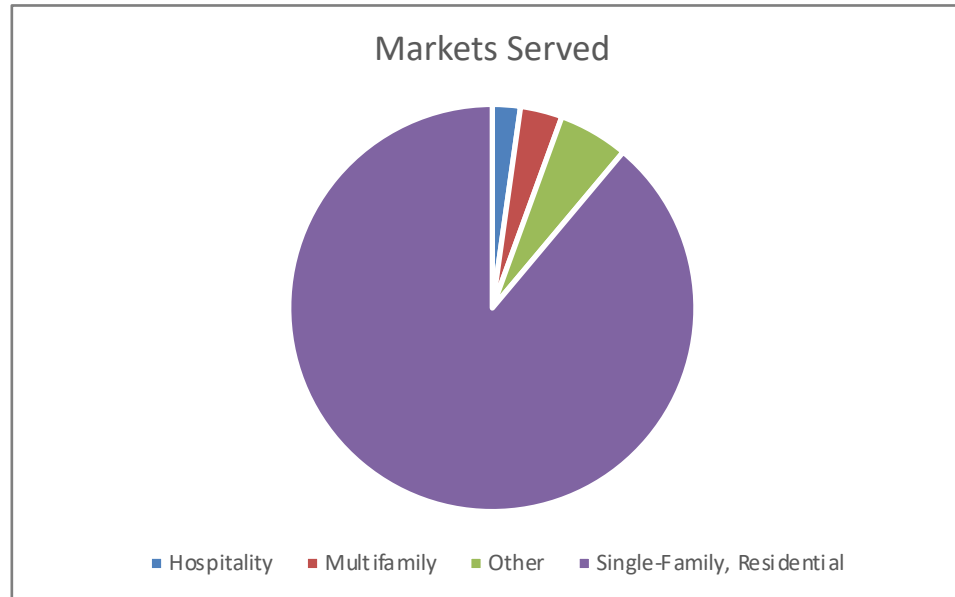
## Respondent Job Titles:

Account Manager
Architect
Branch Manager
Brand Manager
Designer
Designer/Sales
Director of Operations
General Manager
Operations Manager
Owner
Plumbing Consultant
Plumbing Manager
President
Product Specialist
Sales
Showroom Associate
Showroom Consultant
Showroom Manager
Showroom Sales



The majority of respondents (29) have between 1 and 5 years in the business. The next highest (21+ years), accounted for 18 respondents.

# INTERVIEWEES



90 percent of respondents work primarily in the single family, residential segment.

Nearly half (45 percent) of respondents are not responsible for training colleagues and another 45 percent are responsible for training up to 10 colleagues.

# AT-A-GLANCE & HIGHLIGHTS

Top-level findings.



# AMERICAN STANDARD

Raising the Standard.



# AMERICAN STANDARD

Evaluation Aspect	Key Findings
Trade-Specific App	Virtual Room Designer App
Learning/Experience Center	Product Design Center
Videos (Training/Installation)	Yes
Rewards Program	Yes, Plumber Specific
Pro Site	Yes
Continue Education Courses	Yes, HanleyWood University
Online Training	No
Mobile Training	No
Headquarters	Piscataway, N.J

# AMERICAN STANDARD


## Key Highlights

- New this year are fully interactive digital versions of American Standard's 2016 Residential and Commercial List Price Catalogs. Each digital book is loaded with live web links leading directly to product detail pages on *americanstandard.com*.
- All American Standard Selectronic Faucets and Flush Valves are backed by unparalleled after-sales care, support and service. If we are unable to trouble shoot your issue over the phone, American Standard guarantees a professionally trained and qualified Certified Response Technician on site within 24-48 hours.
- Only competitor that hosts courses on HanleyWood University.




# AMERICAN STANDARD

## Virtual Room Designer App



VIDEOSINSPIRATION GALLERYLEARN  
BATHROOMKITCHENBUYSUPPORT

### Virtual Room Designer



Save Time Designing Your Project with the Virtual Show Room from ATS  
**START PLANNING**

The new Virtual Show Room from ATS is a free interactive room designer tool created to assist you during the design development stages of your residential or commercial project. Designed specifically for trade professionals in North America, it combines product research and coordination, while confirming code compliance and budget pricing, all at once. With one click, you will be able to create a schedule, generate cut sheets, prepare construction documents, owner presentations, and download individual or combined Revit families all for free.

**START YOUR ROOM DESIGN**

# AMERICAN STANDARD

## Experiential Learning Center

**HVACR BUSINESS**  
THE HVACR MANAGEMENT MAGAZINE

home about submit digital ads advertising/media kit blog

**Authors / Columnists**  
**Business Advice**  
Management  
Finance  
Strategy  
Leadership  
Legal  
Communications  
Sales & Marketing  
Staffing & HR  
Training & Education  
Publisher's Page  
20 Questions  
Tops in Trucks  
  
**Industry Resources**  
HVACR News  
eNewsletters  
Products  
Stock Index  
NATE Workforce Trends  
AHRI Shipping Data  
Event Calendar  
Industry Links  
Mgmt. Resource Shelf  
Mobile Apps

### "Wet Lab" Educates on Products, Codes and Proper Installations

Originally published: 10.30.12 by HVACR Business Staff

[in](#) Share [t](#) [G](#) [f](#) [w](#) [+](#) 0

American Standard has crafted a 1,600 square foot hands-on education facility within its Product Design Center in Piscataway, N.J. The dynamic operation uses running water to replicate real-life scenarios, according to the company and enables in-depth training and best practices instruction on the installation, troubleshooting and repair of residential, commercial and institutional products and technologies.

"We designed our product training center so participants can understand specific product features and operation, as well as the innovations, engineering and technologies that make these advances possible," said Jeannette Long, the company's vice president, brand marketing.

Designed to accommodate up to 24 participants at a time, the laboratory includes working cutaway models of key products that allow specialized training on their unique features and benefits. Participants can also compare products from across the plumbing sector to see first-hand the competitive advantages of American Standard technologies.

The laboratory and the adjoining product showroom, organize fixtures, faucets and furniture into style families: traditional, transitional and contemporary. Product solutions for



# AMERICAN STANDARD

## Video Training

### American Standard Videos

VIDEOS FOR:

Bathroom



Kitchen

How To Install

Brand

What's New


#### Bathroom




**Esteem VorMax Right Height Toilet**

**Esteem VorMax Toilet by American Standard**  
The Esteem VorMax right height elongated toilet cleans 2 x better than conventional toilets\*. This revolutionary toilet features technology that delivers one powerful jet of water that powerfully scrubs the entire surface of the bowl from top to bottom. The CleanCurve Rim design eliminates hidden, hard-to-reach surfaces where dirt and buildup tend to hide.


If you don't like scrubbing toilet bowls, this is the toilet for you!




Esteem VorMax Toilet by American Standard




Bathroom Stories by American Standard




AquaWash Bidet Seat by American Standard



Optum VorMax Toilet Flushing Demo - Exclusively at The Home Depot



How to Install the Optum VorMax Toilet from American Standard



The American Standard VorMax Toilet "Clinger"



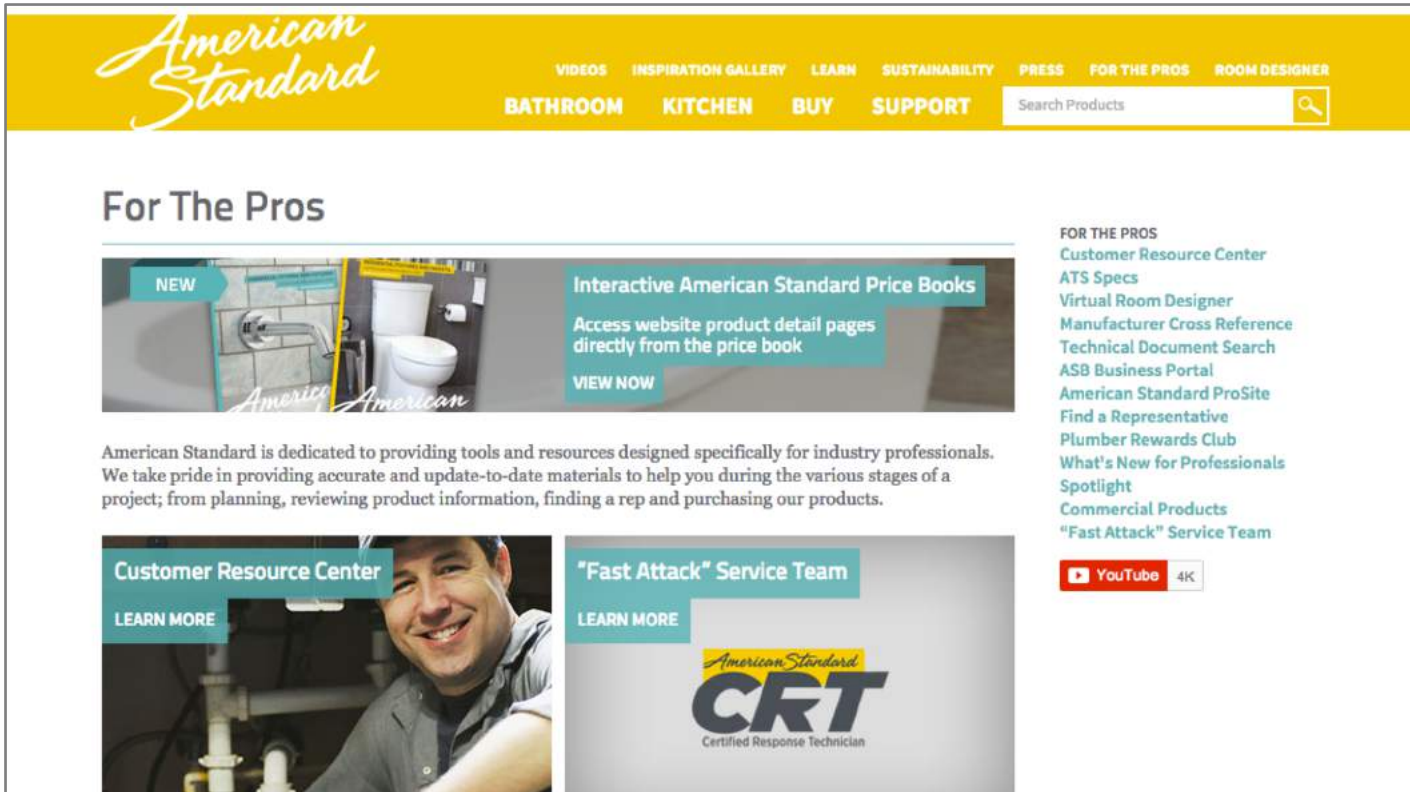
# AMERICAN STANDARD

## Plumber Program

The screenshot displays the American Standard website interface. At the top, navigation links include 'PROFILE Guest [Login]', 'ALERTS 0 notices', 'PROJECTS 0 active', 'FAVORITE PRODUCTS 0 saved', and 'SAVED SEARCHES 0 saved'. The left sidebar features the 'American Standard PROSITE' logo and product categories: 'Commercial Products' (Toilets, Flush Valves & Urinals, Bathroom Sinks, Bathroom Faucets, Kitchen Faucets, View All) and 'Bathroom Products' (Toilets, Urinals & Bidets, Tubs & Showers, Sinks & Vanities, Faucets & Drains, Furniture & Accessories, View All). The main content area highlights the 'PWRX™ LONG-LIFE BATTERY SYSTEM' with the text 'REDUCE DOWNTIME AND MAINTENANCE COSTS' and '10 year battery life lasts 2.5X longer than standard batteries.' Below this is a search bar with the text 'SEARCH PRODUCTS' and a 'GO' button. A blue banner reads 'The American Standard Plumber Rewards Club' with a 'PLUMBER REWARDS Club' logo. At the bottom, a circular logo for 'ANY PORCELAIN ANYPIPE ANYTIME' is shown next to the text 'Plumbers protect the health of the nation every day, true heroes of home, work and family.'

# AMERICAN STANDARD

## Professional Site



The screenshot shows the American Standard Professional Site. The header is yellow with the American Standard logo on the left. Navigation links include VIDEOS, INSPIRATION GALLERY, LEARN, SUSTAINABILITY, PRESS, FOR THE PROS, and ROOM DESIGNER. Below these are BATHROOM, KITCHEN, BUY, and SUPPORT. A search bar labeled 'Search Products' is on the right. The main content area is titled 'For The Pros' and features a 'NEW' banner for 'Interactive American Standard Price Books' with a 'VIEW NOW' button. Below this is a paragraph about American Standard's dedication to professionals. To the right is a list of resources for professionals, including the Customer Resource Center, ATS Specs, Virtual Room Designer, and more. At the bottom, there are two sections: 'Customer Resource Center' with a 'LEARN MORE' button and a photo of a technician, and '"Fast Attack" Service Team' with a 'LEARN MORE' button and the CRT logo.

**American Standard**

VIDEOS INSPIRATION GALLERY LEARN SUSTAINABILITY PRESS FOR THE PROS ROOM DESIGNER

BATHROOM KITCHEN BUY SUPPORT Search Products

### For The Pros

**NEW**

**Interactive American Standard Price Books**

Access website product detail pages directly from the price book

**VIEW NOW**

American Standard is dedicated to providing tools and resources designed specifically for industry professionals. We take pride in providing accurate and update-to-date materials to help you during the various stages of a project; from planning, reviewing product information, finding a rep and purchasing our products.

**FOR THE PROS**

- Customer Resource Center
- ATS Specs
- Virtual Room Designer
- Manufacturer Cross Reference
- Technical Document Search
- ASB Business Portal
- American Standard ProSite
- Find a Representative
- Plumber Rewards Club
- What's New for Professionals
- Spotlight
- Commercial Products
- "Fast Attack" Service Team

**Customer Resource Center**

**LEARN MORE**

**"Fast Attack" Service Team**


**LEARN MORE**

**American Standard CRT**  
Certified Response Technician

**YouTube** 4K

# AMERICAN STANDARD

## Continuing Education



BUILDING KNOWLEDGE 24 / 7

Not yet enrolled?  
REGISTER NOW!

SIGN IN

SEARCH COURSES

MY COURSES

ALL COURSES

FEATURED COURSES

RESOURCE CENTER

[Advanced Search](#)

CREDITS

ALL CREDITS

AIA (261)

AIA/HSW (120)

ASLA (2)

GBCI (CE) (183)

IDCEC (17)

IDCEC\_HSW (3)

LEED AP BD+C (40)

LEED GREEN (45)


LEED AP HOMES (9)

LEED AP ID+C (19)

LEED AP ND (9)

LEED AP O+M (22)

NAHB (6)



COURSE CREDITS


AIA 1 LU/HSW

AVERAGE RATING

★★★★★

[The Flawless Guest Experience \(Print\)](#)

The tendency to elevate water conservation over performance in the hospitality industry is well-established. Hotels, restaurants and other places that welcome, feed and shelter masses of people can conserve great amounts of water, plus the energy it costs to clean, transport and heat the water. As veteran green designers and builders will attest, comfort and convenience must come first or green strategies will be rejected. In the hospitality industry, fixture performance is as important as conservation. And architects, designers and other specifiers should know how to achieve both.

ENROLL 

MB

# DORNBRAUCHT

Culturing Life.



# DORNBRACHT

Evaluation Aspect	Key Findings
Trade-Specific App	No
Learning/Experience Center	Yes
Videos (Training/Installation)	Yes
Rewards Program	No
Pro Site	No
Continue Education Courses	No
Online Training	No
Mobile Training	No
Headquarters (US)	Duluth, Ga.

# DORNBRACHT

## Key Highlights

- Interviewee feedback included statements that Dornbracht was hard to work with at times.
- Website lacks trade information.
- Sponsored the Global Spa and Wellness Summit, Mexico City, November 2015.
- Extensive video collection for kitchen and bath applications.





# DORNBRACHT

## Experiential Learning Center



### Instruction & Training

We want the exciting content of our new instruction and training program to give you a better understanding of every aspect of Dornbracht, from product technology to bathroom design to brand communication.

[To the training offering](#)

## TRAIN TO BECOME A DORNBRACHT EXPERT.

[Training module](#)

The Training module is both a showroom and a workshop. In the front part of the module, applications and highlights from Dornbracht's bathroom series are exhibited on a black display. In addition, there is a presentation of working ATT and RainSky E applications. A variety of kitchen products is installed in a working kitchen. The product display is supplemented by a Villeroy & Boch area, all in white. There is also an Alape product area.

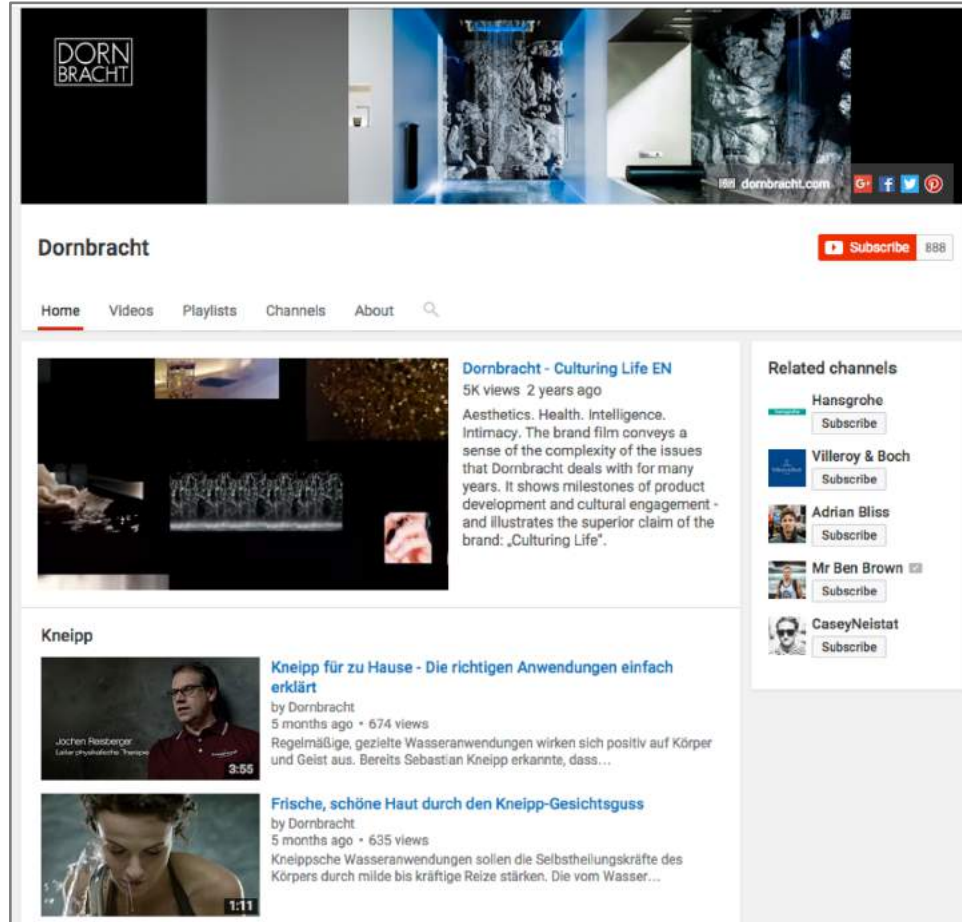
[More](#)

- > [Share](#)
- > [Print](#)
- > [Specialist dealership search](#)
- > [Contact](#)



# DORNBRACHT

## Videos



The screenshot shows the Dornbracht YouTube channel page. At the top is a banner image of a modern bathroom interior with a large waterfall faucet. Below the banner is the channel name 'Dornbracht' and a 'Subscribe' button with 888 subscribers. The navigation bar includes 'Home', 'Videos', 'Playlists', 'Channels', and 'About'. The main content area features a video titled 'Dornbracht - Culturing Life EN' with 5K views, 2 years ago, and a description about aesthetics and health. Below this is a section titled 'Kneipp' with two videos: 'Kneipp für zu Hause - Die richtigen Anwendungen einfach erklärt' and 'Frische, schöne Haut durch den Kneipp-Gesichtsguss'. A 'Related channels' sidebar on the right lists Hansgrohe, Villeroy & Boch, Adrian Bliss, Mr Ben Brown, and CaseyNeistat.

**Dornbracht** [Subscribe](#) 888

[Home](#) [Videos](#) [Playlists](#) [Channels](#) [About](#) [Search](#)

**Dornbracht - Culturing Life EN**  
5K views • 2 years ago  
Aesthetics. Health. Intelligence. Intimacy. The brand film conveys a sense of the complexity of the issues that Dornbracht deals with for many years. It shows milestones of product development and cultural engagement - and illustrates the superior claim of the brand: „Culturing Life“.

**Kneipp**

**Kneipp für zu Hause - Die richtigen Anwendungen einfach erklärt**  
by Dornbracht  
5 months ago • 674 views  
Regelmäßige, gezielte Wasseranwendungen wirken sich positiv auf Körper und Geist aus. Bereits Sebastian Kneipp erkannte, dass...

**Frische, schöne Haut durch den Kneipp-Gesichtsguss**  
by Dornbracht  
5 months ago • 635 views  
Kneippsche Wasseranwendungen sollen die Selbstheilungskräfte des Körpers durch milde bis kräftige Reize stärken. Die vom Wasser...

**Related channels**

- Hansgrohe**  
[Subscribe](#)
- Villeroy & Boch**  
[Subscribe](#)
- Adrian Bliss**  
[Subscribe](#)
- Mr Ben Brown**  
[Subscribe](#)
- CaseyNeistat**  
[Subscribe](#)

# GROHE



# GROHE

Evaluation Aspect	Key Findings
Trade-Specific App	GROHE Pro App
Learning/Experience Center	GROHE Live!
Videos (Training/Installation)	Yes
Rewards Program	Yes, Showroom Specific
Pro Site	Yes
Continue Education Courses	No
Online Training	Yes
Mobile Training	No
Headquarters (US)	New York City

# GROHE

## Key Highlights

- The experience center is also a one-stop resource for industry professionals. Architects, designers, project specifiers and their clients are invited to tour the showroom with knowledgeable professionals and view GROHE's extensive product portfolio. New York-based GROHE Project Consultants are also available to share their extensive product knowledge and expertise.
- YouTube playlist dedicated to "Advice and Training" videos.
- Survey respondents mentioned the "Learn and Earn" program was a positive experience.

# GROHE

## Professional App

The screenshot shows the GROHE Professional App website. The header includes the GROHE logo, a 'To Consumer Website' button, and links for Newsletter, Language, and a search bar. A left sidebar lists navigation options: FOR YOUR BATHROOM, FOR YOUR SHOWER, FOR YOUR KITCHEN, PRODUCT SEARCH, SERVICES FOR YOU, ABOUT GROHE, and PROJECT BUSINESS. The main content area features a large banner for the 'New GROHE Pro App' with download buttons for Google Play and the App Store, and an image of the app on a tablet. A blue call-to-action box on the right asks 'ARE YOU A PROFESSIONAL?' and encourages registration. Below the banner, a text block describes the app's benefits for professionals, followed by a 'Browse and discover' section with a list of features and an image of the app interface on a tablet.

**GROHE**

To Consumer Website

Newsletter Language Search term

GROHE Professional App

**ARE YOU A PROFESSIONAL?**  
Register here and get access to advanced tools and features

**MyGROHE**

### New GROHE Pro App

ANDROID APP ON Google play Download on the App Store

The new GROHE Pro App for tablet computer provides smart solutions for Professionals. It gives instant access to all the vital information and services you need.

### Browse and discover

- Browse through our catalog of inspirational bath, shower and kitchen products.
- Research detailed product information from both our present and historical product ranges.
- View up-to-date spare parts information.

# GROHE


## In-Person Event: GROHE Live!

GROHE LIVE! Center New York City





# GROHE

## Video Training


**RAINSHOWER  
SMARTCONTROL**


### GROHE Rainshower SmartControl Installation Video


**GROHE**


**Subscribe** 2,723


3,627 views

 Add to

 Share

 More

 9


 1


Published on Apr 13, 2016  
Installation Video of GROHE Rainshower SmartControl  
The simplicity of water enjoyment With the new GROHE Rainshower® SmartControl 360 shower system you'll enjoy this personalised and luxurious showering experience every day. The new innovative controls


[SHOW MORE](#)


#### Advice and training films


GROHE • 1/78 videos


**GROHE Rainshower SmartControl Installation Video**  
GROHE


**Install a wall-hung toilet system**  
GROHE


**Install single lever kitchen mixer**  
GROHE


**Install single lever kitchen mixer with pullout mixer spout**  
GROHE

**Install shower bar**  
GROHE

**Montage Duschsystem Grohe "Rainshower 310 Power & Soul"**  
reuter  
10,036 views

**SHK-TVmagazin: Schrahe GmbH: Bad-Ausstattung mit Grohe-Produkten**  
SHKTV1KRS  
34,601 views

**GROHE Essence FootControl - Product installation**  
GROHE  
622 views

**Montage Duschsystem Grohe "Euphoria 180"**  
GROHE

## Rewards Program

- FOR YOUR BATHROOM >
- FOR YOUR SHOWER >
- FOR YOUR KITCHEN >
- PRODUCT SEARCH 🔍
- SERVICES FOR YOU >
- REFERENCES >
- ABOUT GROHE >
- WHERE TO BUY

[To GROHE Professional Web](#)
[Newsletter](#)
[Language](#)

[Notepad \(0\)](#)

### ENJOY REWARDS

#### FREQUENTLY ASKED QUESTIONS

**Have questions? We've answered many of the most frequently asked questions about Enjoy Rewards.**

**What is the Enjoy Rewards program?**  
 A fresh, new change to Grohe's COE (Circle of Excellence) program. Now it's even better. We've taken the COE (Circle of Excellence) program and enhanced it with new benefits, easier ways to earn rewards and even a brand new name.

**Do I need to sign up for Enjoy Rewards if I am a current COE (Circle of Excellence) participant?**  
 You will need to verify your account profile information which will register you as a Enjoy Rewards member so you can start earning and redeeming valuable points.

**How do I enroll in Enjoy Rewards?**  
 Showroom sales consultants that sell Grohe products may enroll in Enjoy Rewards by visiting [www.enjoyrewards.grohe.com/us](http://www.enjoyrewards.grohe.com/us) and registering as a New Member. After registering, a confirmation page will appear displaying your username and password.

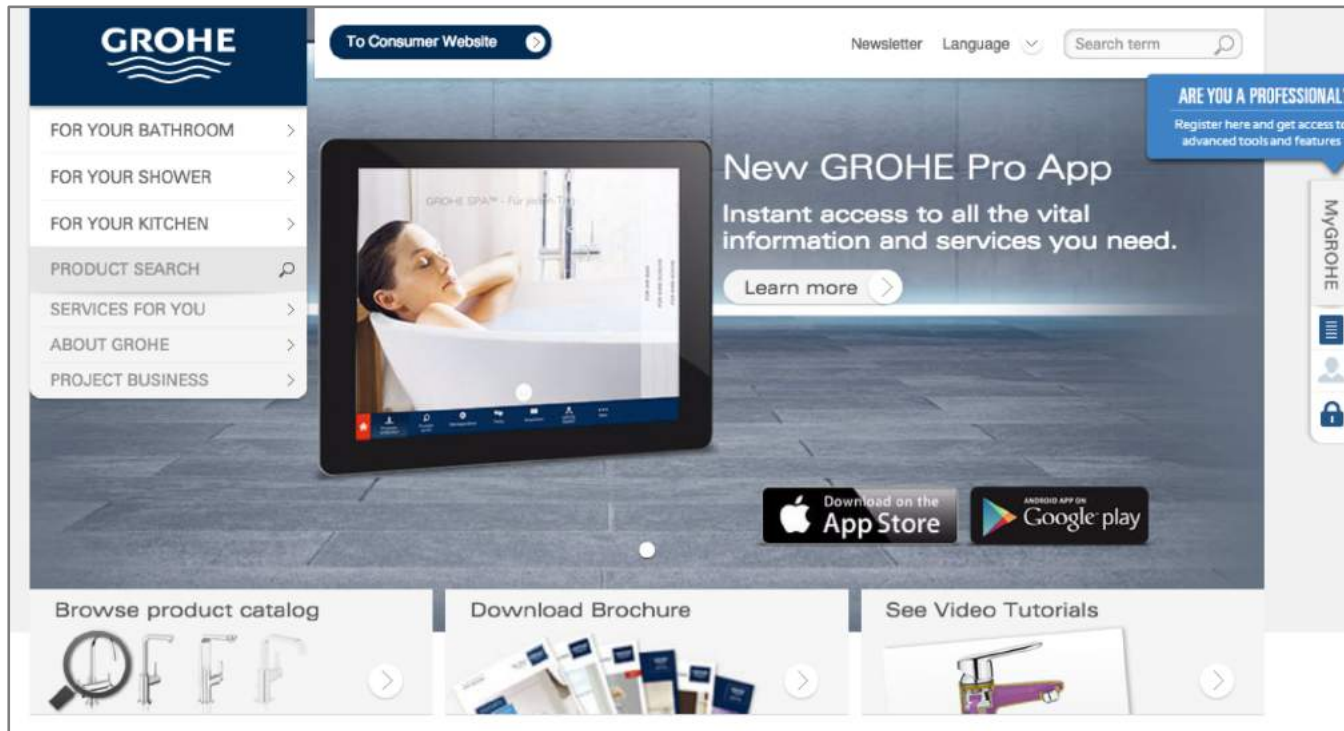
**Who is eligible to enroll?**  
 All sales personnel employed by qualified GROHE Select Distributors and Select Dealers.

*Welcome to Enjoy Rewards- a sales Incentive program*



# GROHE

## Professional Site



# GROHE

## Online Training

### It's All Touch and Go. Take our NEW Learn & Earn Now!

Enjoy greater convenience in the kitchen with GROHE Foot Control and Generation Touch faucets. Take our new Learn & Earn and get **250 points**.

LEARN & EARN



M  
B

# HANSGROHE



# HANSGROHE

Evaluation Aspect	Key Findings
Trade-Specific App	Showroom App
Learning/Experience Center	Aquademie
Videos (Training/Installation)	Yes
Rewards Program	Yes, Showroom Specific
Pro Site	Yes
Continue Education Courses	Yes
Online Training	No
Mobile Training	Yes
Headquarters (US)	Alpharetta, Ga.

# HANSGROHE

## Key Highlights

- Virtual tour of Aquademie available online.
- Scheduling for Aquademie can be done online through a dedicated email address.
- Videos on YouTube are probably the least helpful to a trade audience among other competitors.
- Only competitor to mention Houzz in a big way on its site.

# HANSGROHE

## Showroom App

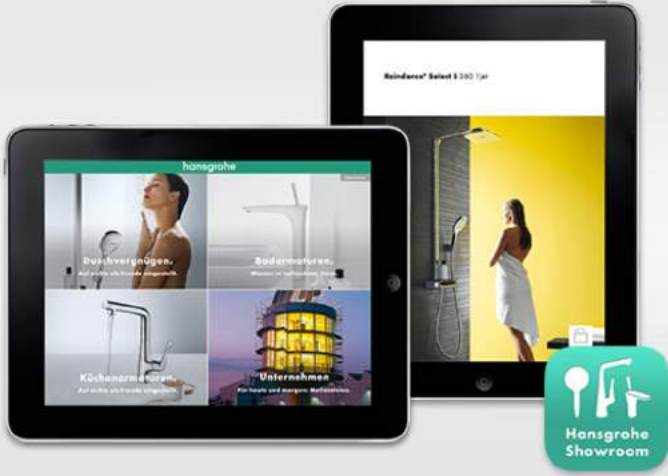
**Hansgrohe** INTERNATIONAL

For specialist partners

[Inspiration](#) [Planning](#) [Products](#) [International shopfinder](#) [Support](#) [About us](#)

[Home](#) > [Support](#) > [Apps and mobile services](#) > [Hansgrohe Showroom App](#)

[Contact](#)  
[FAQ - Question & Answers](#)  
[Brochures and videos](#)  
**[Apps and mobile services](#)**  
    > [Hansgrohe Showroom App](#)  
    [Water savings calculator](#)  
    [Hansgrohe@home app](#)  
    [Axor App](#)  
[Advisor](#)  
[Savings calculator](#)  
[Guarantee](#)  
[My notepad](#)  
[My downloads](#)  
[My Product Comparison](#)

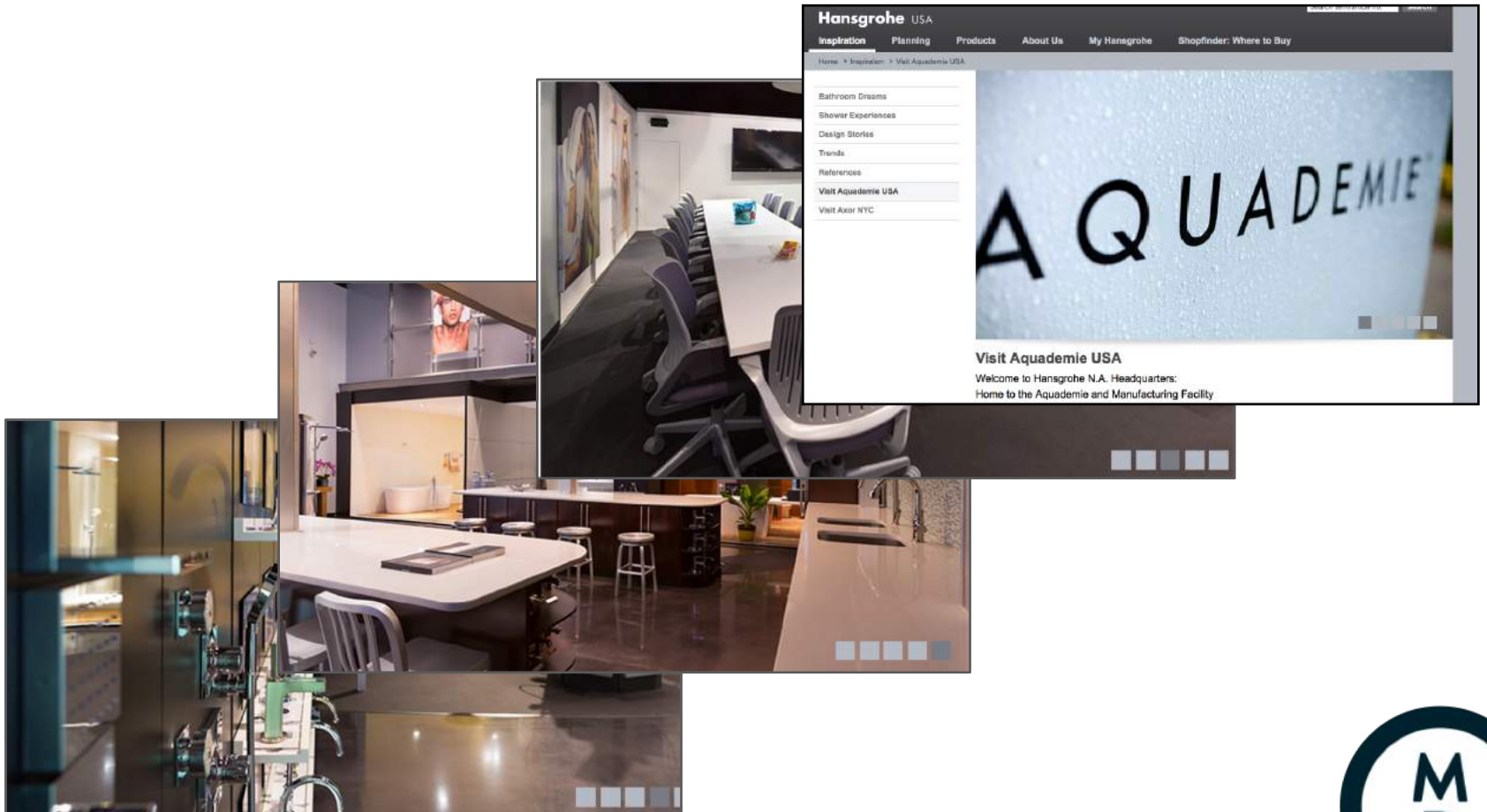


**Hansgrohe Showroom App**  
Have fun checking out bathroom and kitchen products now

**Hansgrohe Showroom App**  
Check out bathroom and kitchen products interactively and [Download](#)

# HANSGROHE

## Experiential Learning Center





# HANSGROHE


## Mobile Training

**Hansgrohe** INTERNATIONAL

For specialist partners  Search term / article no.

[Inspiration](#) [Planning](#) [Products](#) [International shopfinder](#) [Support](#) [About us](#)

[Home](#) > [Inspiration](#) > [Experience Hansgrohe live](#) > [Shower truck](#)



Discovery, Germany

EGNbringt den Shower Truck auch zu Ihnen. [Showertruck.de](#)


**the shower: the Hansgrohe shower**

a festival, a sports event or a cultural event: Hansgrohe shower trucks [Link](#)



# HANSGROHE

## Showroom Rewards Program



**Rewards Program** **hansgrohe**

Log in to your account! [No account? Register here!](#)

USERNAME

PASSWORD

[Forgot your password?](#)

☐ Remember my login on this computer

# HANSGROHE


## Professional Site:

**Hansgrohe** USA **PRO**


Search term/article no.


ProductsAdvicePlanningServiceMy Hansgrohe


Home




**AXOR**  
by Hansgrohe  
**Axor Citterio E**  
With its perfect design, this collection combines timeless quality with exquisite elegance.



**2016 Das Design Competition**  
**16**  
Calling all architects and designers!

**Save Water and Energy**  
  
Customers can lower water

**Best of Houzz 2016**  
  
Hansgrohe USA is voted "Best of

**Login**

E-mail address / user name

Password

☐ Remember the password?

# HANSGROHE

## Video Training

The screenshot displays the Hansgrohe YouTube channel interface. At the top, the channel name 'Hansgrohe' is shown next to a 'Subscribe' button with 3,435 subscribers. Below the navigation bar (Home, Videos, Playlists, Channels, Discussion, About), the 'Playlists' tab is selected. A dropdown menu shows 'All playlists'. The main content area, titled 'Playlists by Hansgrohe', features a grid of ten playlist thumbnails. Each thumbnail includes a video preview, the number of videos in the playlist, and the playlist title. The playlists are: 'Hansgrohe Japan' (1 video), 'Hansgrohe Calendar 2016' (7 videos), 'Global Projects by Hansgrohe' (12 videos), 'Hansgrohe Russia' (9 videos), 'Hansgrohe spray types' (17 videos), 'Hansgrohe technologies' (17 videos), 'Hansgrohe PR' (8 videos), 'Karriere | Hansgrohe SE' (13 videos), 'Ausbildung | Hansgrohe SE' (6 videos), and 'Hansgrohe Hungary' (1 video). A partial thumbnail for a playlist with 9 videos is visible at the bottom left.

Playlist Title	Number of Videos
Hansgrohe Japan	1
Hansgrohe Calendar 2016	7
Global Projects by Hansgrohe	12
Hansgrohe Russia	9
Hansgrohe spray types	17
Hansgrohe technologies	17
Hansgrohe PR	8
Karriere   Hansgrohe SE	13
Ausbildung   Hansgrohe SE	6
Hansgrohe Hungary	1



# HANSGROHE

## Continuing Education

**Hansgrohe**  
**Address:**  
1465 Ventura Drive  
Cumming, GA 30040  
USA  
**Phone:** 800-334-0455  
**Website:** <http://www.hansgrohe-usa.com/main.php>

[More Info](#) [Catalog](#) [Visit/Contact](#) [CAD Details/Specs](#)  
[REQUEST INFO](#)

**CORPORATE**  
Manufacturers of shower, kitchen and bath accessories.  
**See also:**  
**Masterformat 2004**  
21 05 23 - General-Duty Valves for Water-Based Fire-Suppression Piping  
22 05 23 - General-Duty Valves for Plumbing Piping  
22 30 00 - PLUMBING EQUIPMENT  
22 40 00 - PLUMBING FIXTURES  
23 05 23 - General-Duty Valves for HVAC Piping  
**Masterformat 1995**  
15110 - Valves  
15400 - Plumbing Fixtures and Equipment  
15410 - Plumbing Fixtures

# KOHLER

The Bold Look of Kohler



# KOHLER

Evaluation Aspect	Key Findings
Trade-Specific App	No
Learning/Experience Center	Kohler Design Center
Videos (Training/Installation)	Yes
Rewards Program	Yes, Plumber and Showroom
Pro Site	Yes
Continue Education Courses	Yes
Online Training	No
Mobile Training	Yes
Headquarters (US)	Kohler, Wisc.

# KOHLER

## Key Highlights

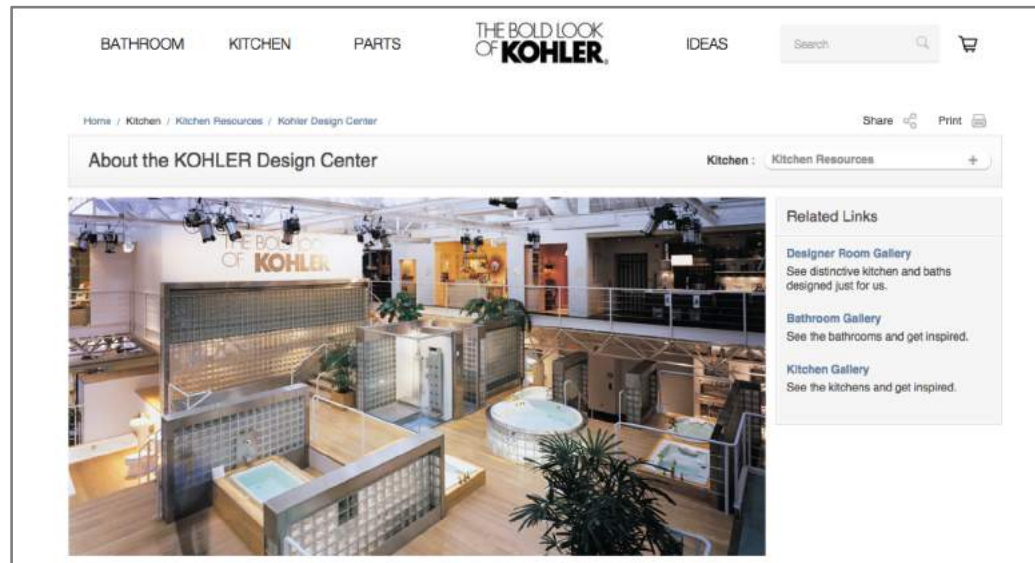
- Kohler University appears to be non-existent now.
- The “Industry in Action” factory tour is offered daily and gives guests an exclusive behind-the-scenes look.
- Retreat space is available for customized team-building trips.
- Pro site offers tons of resources and tools for trade pros.

# KOHLER

## Design Center

The 36,000-square-foot Kohler Design Center is a three-level showcase of innovative product design and technology, creative achievement, and American history.

A source of inspiration for more than 150,000 consumers, builders, architects and designers each year.





# KOHLER

## Industry and Factory Tours

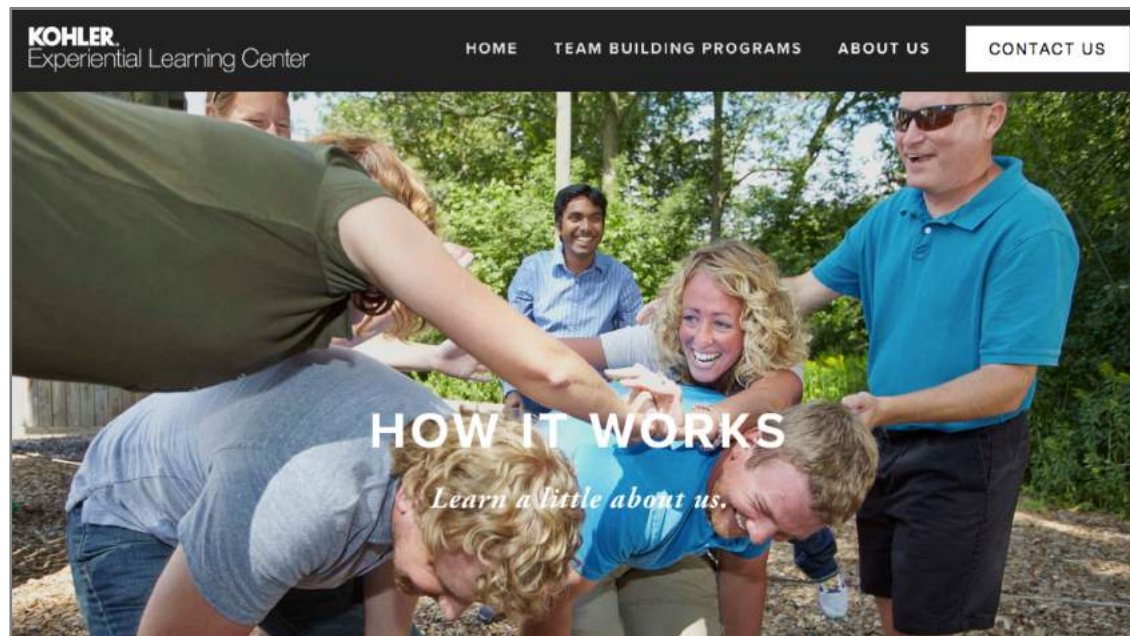
The "Industry in Action" factory tour is offered every weekday morning, and offers guests an intimate glimpse of everything from vitreous china lavatories to the production of massive 6-foot cast iron tubs.



# KOHLER

## Experiential Learning Center

Immerse your team in a retreat tailored to your company's unique needs and personality. From hands-on activities to focused personality assessments, we'll create exactly what your team needs to refresh, rethink and reengage.



# KOHLER

## Video Training

The screenshot displays the KOHLER YouTube channel interface. At the top is a banner image featuring three white robots in a futuristic setting next to a modern white bathtub. Below the banner, the channel name "KOHLER" is shown, followed by a "Subscribe" button with 9,467 subscribers. Navigation tabs include Home, Videos, Playlists (which is selected), Channels, Discussion, and About. Below the tabs, a "Created playlists" section is visible, showing a grid of 15 video playlists. Each playlist includes a thumbnail image, a title, and the number of videos it contains.

Playlist Title	Number of Videos
KOHLER Belay™ Walk-in Bath	3
Kohler Advertisements	12
KOHLER touchless Flush for the Home	7
Bathroom Products	37
KOHLER Product Installation	43
Showering	31
KOHLER Engines	37
Kitchen Sinks and Faucets	20
What's New	18
KOHLER Product Maintenance	23
Kohler Corporate	19
Innovation	12
Kohler Golf	4
KOHLER Generators	31
Kohler Hospitality	5



# KOHLER

## **Kohler. Advantage: Know More than the Other Guy.**

Program is specific to professional plumbers. Program includes:

- New product alerts
- In-depth training
- Trade exclusive hotline
- Special promotions
- Resources (catalogs, installation videos, testimonials, service parts, spec sheets, etc.)
- Trade-specific texts – send “Advantage” to 564537



# KOHLER

## Showroom Program: Bold Rewards



The image shows a login interface for the Kohler Bold Rewards program. It features a dark blue background with a subtle pattern of water droplets. In the top left corner, there is a logo for 'BOLD REWARDS' with a small blue dot next to the word 'BOLD'. The main content area is a dark blue rectangle with white text. It starts with a welcome message, followed by a sign-in prompt. Below this are input fields for 'Username' and 'Password', each with a white underline. To the right of the password field is a 'Submit' button. Below the input fields are two links: 'Save username/password?' with a radio button icon, and 'Forgot username/password?'. At the bottom of the rectangle, there are three logos: 'THE BOLD LOOK OF KOHLER.', 'KALLISTA.', and 'STERLING.' with a small 'KOHLER' logo underneath. At the very bottom, there is a line of text providing contact information for help.

**BOLD REWARDS**

**WELCOME TO KOHLER BOLD REWARDS!**

Please sign in to experience the all new 2016 KOHLER BOLD REWARDS program

Username

Password

☐ Save username/password? [Forgot username/password?](#)

THE BOLD LOOK OF **KOHLER.** KALLISTA. **STERLING.**  
KOHLER

For help / assistance please call 1.877.221.1072  
or email [rewards@kohlerpromotions.com](mailto:rewards@kohlerpromotions.com)



# KOHLER

## Professional Site: Kohler.PRO

Explore the world of KOHLER PRO 1:27 [WATCH NOW](#)

**KOHLER.PRO** Welcome Ashley Murray

[CONTACT US](#) | [VIDEOS](#) | [LOG OUT](#) | [MY ACCOUNT](#) | [PERSONALIZE THIS PAGE](#)

[GO](#)

[Home](#) | [Product Catalog](#) | [Brands](#) | [Resources](#) | [myKOHLER](#)

**myNotes**

There are no new products

400 characters left

[SAVE](#)

**Features**

View by Profession

There are no new products

**myBookmarks**

No Folder Selected

[Add](#) [Edit](#) [New Folder](#)

**mySalesRep**

Select a region

[Don't know your region?](#)

[Kohler Residential Generator Sales Inquiries](#)

**News**

View by Profession

Maximizing the Value of Your Investment

[Learn More](#)

Customer Service: (920) 803-3927

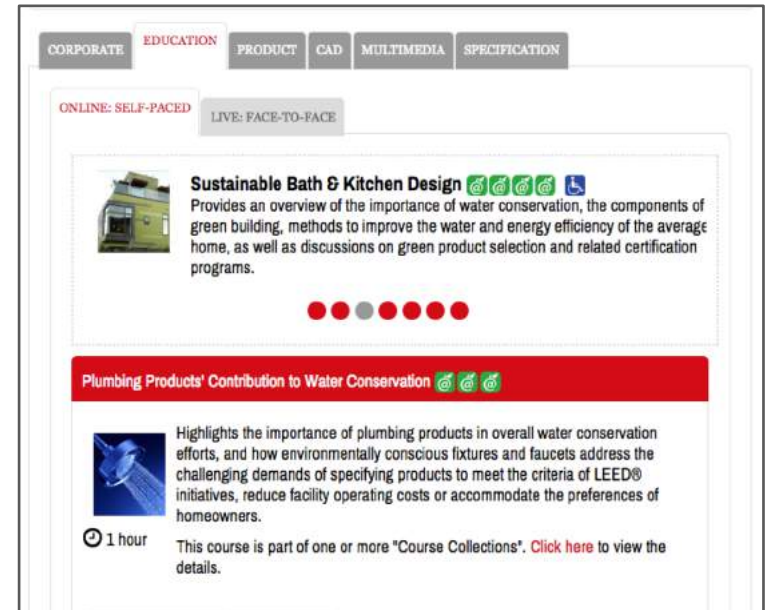
Products	Tools	Extras	Videos
<p>New KOHLER® Products Where to buy?</p> <p>New STERLING® Products Where to buy?</p> <p>Find a KALLISTA® Showroom</p> <p>KOHLER Service Parts Store Find Kohler Global Brands</p>	<p><b>KOHLER</b> Manual Flush Valve Video Commercial Product Cross-Reference Tool Elevance RWB Installation Training Toilet Service Parts Brochure WaterSense Sell Sheet Kohler Specification Water Conservation Site HelpTopics CAD Library Cutout Templates Specification Sheets Water Use Calculator</p> <p><b>STERLING</b> Installation Videos Specification Sheets Installation Instructions</p> <p><b>KOHLER Generators</b></p>	<p><b>KOHLER_Color Palettes</b> <b>KOHLER_Warranties</b></p> <p><b>KOHLER</b> Care and Cleaning Trends Press Releases Literature Photo Library Service Parts</p> <p><b>STERLING</b> Warranties Care and Cleaning Press Releases Literature</p> <p><b>Virtual Planners</b> Kitchen Planner Tool</p>	<p><b>Full Library</b> Access all Kohler, Sterling and Kohler Power videos through our unique site covering topics from Idea Homes to Products 101.</p> <p><b>Installation Videos</b> Learn how to install toilets, faucets and bathroom furniture with our step-by-step installation videos.</p> <p><b>KOHLER Generators</b> Learn how Kohler Generators and Transfer Switches provide electricity to your home when normal utility power is interrupted.</p>



# KOHLER

## Continuing Education

- Plumbing Products' Contribution to Water Conservation
- Spa-Inspired Shower Solutions
- Sustainable Bath and Kitchen Design
- Toilet Flushing Technologies for Residential and Commercial Applications
- Universal Design: The New Normal
- Commercial Restroom Design
- Luxury for Kitchen & Bath



# KOHLER

## **Mobile Training**

The KOHLER toilet-equipped section of the trailer simulates the company's toilet test lab, and gives visitors a behind-the-scenes view of the rigorous quality testing all KOHLER toilets undergo.

The showering area showcases Kohler's cutting-edge DTV+ and DTV Prompt digital valving platforms, and Kohler's advanced spray technologies through functioning showerheads and handshowers.





# MOEN

Buy it for Looks. Buy it for Life.®



# MOEN

Evaluation Aspect	Key Findings
Trade-Specific App	No
Learning/Experience Center	No
Videos (Training/Installation)	Yes
Rewards Program	Yes, Contractor and Showroom
Pro Site	Yes
Continue Education Courses	Yes
Online Training	Yes
Mobile Training	No
Headquarters (US)	North Olmsted, Ohio

# MOEN

## Key Highlights


- Only competitor with a specific video training portion on its website.
- Only competitor to offer a tool specific to builders—Margin Calculator.
- The new web experience for the trade brings trade pros exciting new ways to work faster and smarter, which includes the complete line of Moen products, breakthrough ideas and inspiration, plus expert advice that can help you serve customers better. The site actually tailors itself to the registered pro. By indicating a profession, a personalized Web page appears with a content stream designed specifically for the role.

# MOEN

## Contractor Rewards

An online rewards program that introduces new products to contractors and also rewards their ongoing brand loyalty. Members benefit from business-building resources, connections to other industry professionals, and exclusive rewards.

**WHAT'S NEW**



**CONTRACTOR REWARDS.COM**


**PLUMBER**

**Introducing Contractor Rewards**

Purchase qualifying Moen products, earn points and get rewards! Visit [ContractorRewards.com](https://ContractorRewards.com) for details.

# MOEN

## Video Training

 **MOEN** / PROFESSIONAL

BathroomKitchenCommercialTools & ResourcesSupport

Home → Resources → Video Training

## Video Training


### Resources


- [Where To Buy](#)
- [Eco-Performance](#)
- [Warranty Information](#)
- [Moen Return Policy](#)
- [Technical Documents](#)
- [Literature](#)
- [Image Library](#)
- [Video Library](#)
- [Product Support](#)
- [CustomerNet](#)
- [Shop Moen](#)


### Training

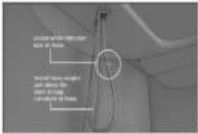
- Video Training


### Video Training

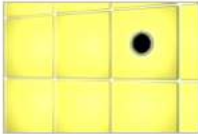
  
[ioDIGITAL Roman Tub Installation](#)


  
[ioDIGITAL Shower Installation](#)


  
[ioDIGITAL Vertical Spa Installation](#)


  
[Reflex Installation Video](#)

  
[Roman Tub Adjustable Valves](#)

  
[SecureMount Anchor Installation](#)







MB

# MOEN

## **Showroom of Distinction™ Program**

Focuses on helping our wholesale partners capitalize on opportunities that maximize profitability. By recommending Moen before any other brand in your showroom, you'll take advantage of exclusive program benefits.

## **Cash Flow Rewards™ Program**

This illustrious reward program incentivizes consultants when they sell high-margin Moen SKUs.



# MOEN

## **Gallery Merchandising Solution (New 2014)**

Blending consumer-focused features with the latest technology, the best-in-class promotional displays in the Gallery merchandising solution better inform customers about Moen's complete offering of products during their design selection process. Gallery also allows showroom consultants to better service their clientele with the help of an exceptionally curated, easy to navigate, wall of fixtures.



# MOEN

## Professional Site

The screenshot displays the Moen Professional website interface. At the top, a teal banner features the 'MOEN' logo. Below this, a navigation bar includes the 'MOEN / PROFESSIONAL' logo and links for 'Bathroom', 'Kitchen', 'Commercial', 'Tools & Resources', 'Support', and a search icon. A user account link 'MY MOEN PRO: LOG IN / REGISTER' is positioned in the top right corner. The main content area has a large heading 'Pro. Style.' with the tagline 'The products and resources professionals need.' Below this, a search bar is visible. A secondary navigation bar highlights the 'Tools & Resources' section, which is expanded to show a grid of links under four categories: TOOLS, RESOURCES, CATALOG LIBRARY, and NEWS & INSIGHTS. Each category has a 'View All' link. At the bottom, a 'HELPFUL TOOLS' section features icons and links for 'Customer Net', 'MoenPlan Sell Sheets', and 'Shop Moen'. A 'WHAT'S NEW' section with a partial image is visible on the left side of the page.

Go to Moen.com MY MOEN PRO: LOG IN / REGISTER

MOEN / PROFESSIONAL Bathroom Kitchen Commercial Tools & Resources Support Q

# Pro. Style.

The products and resources professionals need.

Go to Moen.com MY MOEN PRO [LOGOUT]

MOEN / PROFESSIONAL Bathroom Kitchen Commercial Tools & Resources Support Q

### WHAT'S NEW

#### TOOLS

- [Commercial Specs](#)
- [Cross Reference](#)
- [Customer Net](#)
- [Margin Calculator](#)
- [Product Specs](#)
- [Sell Sheets](#)
- [Shower Planner](#)
- [View All →](#)

#### RESOURCES

- [Eco-Performance](#)
- [Moen Return Policy](#)
- [Technical Documents](#)
- [Warranty Information](#)
- [Where To Buy](#)
- [View All →](#)

#### CATALOG LIBRARY

- [Bath](#)
- [Commercial](#)
- [Design](#)
- [Home Care](#)
- [Kitchen](#)
- [View All →](#)

#### NEWS & INSIGHTS

- [Design Trends](#)
- [Green Articles](#)
- [News Articles](#)
- [Product Styles](#)
- [Trade Tips](#)
- [View All →](#)

#### HELPFUL TOOLS

- [Customer Net](#)
- [MoenPlan Sell Sheets](#)
- [Shop Moen](#)





# MOEN

## Continuing Education

**Moen Inc.**

**Address:**  
25300 Al Moen Drive  
North Olmsted, OH 44070  
USA  
**Phone:** (440) 962-2000  
**Website:** <http://www.moen.com>

[More Info](#) [Catalog](#) [Visit/Contact](#) [CAD Details/Specs](#)

REQUEST INFO

CORPORATE

Based in North Olmsted, OH, a suburb of Cleveland, Moen Incorporated is one of the world's largest manufacturers of plumbing products. In fact, Moen® is the #1 brand of faucet in North America. In addition to faucets, Moen is also a major supplier of kitchen sinks and plumbing repair specialty products.

See also:

**Masterformat 2004**

21 05 19 - Meters and Gages for Fire-Suppression Systems

21 11 00 - Facility Fire-Suppression Water-Service Piping

21 20 00 - FIRE-EXTINGUISHING SYSTEMS

22 05 19 - Meters and Gages for Plumbing Piping

22 11 00 - Facility Water Distribution

22 12 00 - Facility Potable-Water Storage Tanks

22 13 16 - Sanitary Waste and Vent Piping

22 14 13 - Facility Storm Drainage Piping

23 05 19 - Meters and Gages for HVAC Piping

23 20 00 - HVAC PIPING AND PUMPS

**Masterformat 1995**

# MOEN

## **Online Training: A Dynamic Online Destination**

Breakthrough ideas and inspiration, plus expert advice that can help you serve your customers better.

Easier, faster ways to customize sell sheets for presentations, download specs, and be inspired with gorgeous new product photos and installations.



# MOEN

## Margin Calculator for Builders



### Manage Multiple Plans

From one home development to a dozen home models, your Moen Sales Associate will help you develop a report for a project of any scale.

### Edit Markups and Margins

Work with your Moen Sales Associate to modify the markup in your project and estimate your upgrade margins.



25%  
MARK UP



\$3.45  
PER MONTH

### Break Down Costs for Customers

Show your customers how small their upgrade costs will be when the price is divided over the life of the mortgage.

M  
B

# ROHL

Authentic Luxury to the Kitchen & Bath



# ROHL

Evaluation Aspect	Key Findings
Trade-Specific App	No
Learning/Experience Center	A.I.V. Training, Merch Mart
Videos (Training/Installation)	Yes
Rewards Program	Yes, Showroom Specific
Pro Site	No
Continue Education Courses	No
Online Training	No
Mobile Training	No
Headquarters (US)	Irvine, Calif.

# ROHL

## Key Highlights

- Experience center in Chicago's Merchandise Mart.
- Refer to themselves as a manufacturer of “the decorative plumbing and hardware.”
- Offers an Authorized Showroom Program that aligns business plan with a partner that offers products and programs that are not only smart, but profitable.
- Training is based on three core principals:
  - Authenticity
  - Innovation
  - Value



# ROHL

## In-Person Events



### Hospitality Giants

ROHL participated in the fourth annual Hospitality Giants Conference, hosted by *Interior Design*. This year's conference was held in Nashville, TN. ROHL Eastern Regional President, Mark Rohl, joined 75 interior designers for the two-day conference. Popular topics during the event were focused on the changing downtown area and the booming hospitality market that's driving the growth.



### Design Chicago - Deco

On October 6, 2015, ROHL participated in Design Chicago, the Midwest's largest luxury residential design event and conference. Held at the Design Chicago Merchandise Mart, ROHL welcomed nearly 100 interior designers, architects and industry professionals to its showroom in LuxetHome for a standing room only "Afternoon Tea with CADS." Hosted by ROHL Western Regional President, Greg Rohl, the event was part of the launch of the new ROHL Perrin & Rowe® Deco Bath Collection, which was inspired by the London Art Deco movement in the 1920s. ROHL collaborated with the Chicago Art Deco Society (CADS) to present a panel discussion on the history of the period and its influence on modern design. The distinguished panel included leading art deco design experts and historians, as well as Karman Hotchkiss, Executive Editor of Better Homes & Gardens Special Interest Media.

# ROHL

## A.I.V. Training at Headquarters



PRESSROOM HOME   PRESS RELEASES   HOSPITALITY   IMAGES   VIDEOS   NEWS



### A.I.V. TRAINING AT ROHL HEADQUARTERS

The A.I.V. Institute will be held at the corporate showroom in Irvine, CA and capitalizes on the three pillars of Authenticity, Innovation and Value. In partnership with American Express, the Luxury Marketing Council and the University of California at Irvine, ROHL continues its commitment to professionalizing and educating the decorative plumbing and hardware industry.



0

0

0

0

0

0

Tweet

Share

Share

Google +


StumbleUpon

Email



# ROHL

## Dealer Extranet



Authentic Luxury for Kitchen and Bath

keyword or model number

Home Videos **Dealer Extranet** Product Brochures Specialty Store Find A Showroom Jörger

Kitchen Bath Shower Water Filtration Sustainability News Hospitality/Residential Projects About Us

### DEALER EXTRANET

Welcome to the ROHL Dealer Extranet— a special section of the ROHL website we've dedicated to you, our dealers. In addition to being able to search our vast product inventory in near real-time, we've integrated an Order Tracking tool so you can track your FedEx shipments 24 hours a day.

Already have a ROHL Dealer Extranet login? Just sign in and you'll have access to all the Dealer Extranet has to offer.

USERNAME:

PASSWORD:

☐ remember me

[Register](#)

[Forgot User Name and/or Password](#)

### PRODUCT INVENTORY SEARCH

Our Product Inventory Search provides up to date information on what products are available 24 hours a day. Model numbers, descriptions, list pricing and number in stock can be found using this functionality.

To Search For Items, Product Categories, Model Number, and Search Options

Search:

Find product information on our website. Search for products by name, category, model number, or description. Results are displayed in a table with columns for Product Name, Description, Model Number, and Price. You can also filter results by category and model number.

Product Name	Description	Model Number	Price
ROHL KITCHEN SINK	Single Bowl, Undermount, Stainless Steel, 18" x 20" x 10"	ROHL-KS-1820	\$1,200.00
ROHL KITCHEN SINK	Double Bowl, Undermount, Stainless Steel, 24" x 20" x 10"	ROHL-KS-2420	\$1,500.00
ROHL KITCHEN SINK	Single Bowl, Drop-in, Stainless Steel, 18" x 20" x 10"	ROHL-KS-1820-DI	\$1,100.00
ROHL KITCHEN SINK	Double Bowl, Drop-in, Stainless Steel, 24" x 20" x 10"	ROHL-KS-2420-DI	\$1,400.00
ROHL KITCHEN SINK	Single Bowl, Undermount, Stainless Steel, 18" x 20" x 10"	ROHL-KS-1820-SS	\$1,200.00
ROHL KITCHEN SINK	Double Bowl, Undermount, Stainless Steel, 24" x 20" x 10"	ROHL-KS-2420-SS	\$1,500.00
ROHL KITCHEN SINK	Single Bowl, Drop-in, Stainless Steel, 18" x 20" x 10"	ROHL-KS-1820-DI-SS	\$1,100.00
ROHL KITCHEN SINK	Double Bowl, Drop-in, Stainless Steel, 24" x 20" x 10"	ROHL-KS-2420-DI-SS	\$1,400.00



# ROHL

## Authorized Showroom Program



# ROHL

## Video Training

The screenshot displays the ROHL YouTube channel interface. At the top, there is a banner image featuring four different ROHL faucet and showerhead designs. Below the banner, the channel name "ROHL" is prominently displayed, accompanied by a "Subscribe" button and a subscriber count of "106". Navigation tabs for "Home", "Videos", "Playlists", "Channels", "Discussion", and "About" are visible, with "Playlists" currently selected. Under the "Created playlists" section, a grid of video thumbnails is shown, each with a video count and a title. The playlists include:

- The ROHL Shower Collection**: 40 VIDEOS
- ROHL at KBIS**: 11 VIDEOS
- Liked videos**: 1 VIDEO
- ROHL Kitchen Sinks**: 10 VIDEOS
- House of ROHL**: 1 VIDEO
- ROHL and Perrin & Rowe**: 6 VIDEOS
- Authentic Italian Craftsmanship**: 1 VIDEO
- The ROHL Jewel Collection - ROHL Jörger**: 2 VIDEOS
- ROHL Allia Fireclay**: 3 VIDEOS
- The ROHL Water Appliance**: 1 VIDEO
- Favorites**: 2 VIDEOS



# COMPETITIVE COMPARISONS, GAP ANALYSIS & CONSIDERATIONS

So, how do we measure up?



# COMPETITIVE COMPARISONS

*American  
Standard*

DORN  
BRACHT

GROHE

hangrohe

KOHLER

MOEN

ROHL

Trade-Specific App	Yes	No	Yes	Yes	No	No	No
Learning/Experience Center	Yes	Yes	Yes	Yes	Yes	No	Yes
Videos (Training/Installation)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Rewards Program	Yes Plumber	No	Yes Showroom	Yes Showroom	Yes Plumber, Showroom	Yes Contractor, Showroom	Yes Showroom
Pro Site	Yes	No	Yes	Yes	Yes	Yes	No
Continuing Education Courses	Yes	No	No	Yes	Yes	Yes	No
Online Training	No	No	Yes	No	No	Yes	No
Mobile Training	No	No	Yes	Yes	Yes	No	No
Have you received manufacture-led training?	11% Yes	5% Yes	20% Yes	41% Yes	53% Yes	42% Yes	16% Yes

M  
B

# COMPETITIVE COMPARISONS



Training Delivery Methods Utilized	1. Literature, Display 2. Visits from Reps 3. Websites, Videos	1. Visits from Reps 2. Literature, Display	1. Literature, Display 2. Visits from Reps 3. Website, Videos	1. Visits from Reps 2. Literature, Display 3. Corporate Experience Center/Tour	1. Visits from Reps 2. Literature, Display 3. Websites, Videos	1. Literature, Display 2. Visits from Reps 3. Websites, Videos	1. Visits from Reps 2. Literature, Display 3. Articles in Trade Pubs
Rewards for Training	Cash, Rebates CEU Credits Trips	Other (Lunch) Swag	Cash, Rebates Swag No Rewards Given	Cash, Rebates Trips Swag	Cash, Rebates Trips Swag	Cash, Rebates Swag Trips	Cash, Rebates Swag Entertainment
Most valuable training topics	1. Toilet Flushing 2. Features/Functions/ Benefits 3. New Product Introductions	1. Rep Interactions 2. Phone Calls 3. Company Background/History	1. Showering Systems 2. Valve Training 3. New Products	1. Aquademie 2. Factory Tours 3. Rep Visits	1. New Products 2. Factory 3. Shower Installation	1. In-person Events 2. New Product Intros 3. Valves	1. New products 2. Product Background Stories 3. Trips to Plant
Least valuable training topics	1. Company History 2. Faucets 3. Water Savings	n/a	1. History of Company 2. Lack of In-Person Opportunities 3. Online Training is Poor, Bad Local Reps	1. History 2. Faucets 3. How to Understand SKUs	1. New Product Reviews 2. History 3. Lead Time	1. Garbage Disposals 2. Online Training 3. White Papers	1. Made Up Stories About Their Products 2. Product Upselling 3. Product Differentiations
Special tools or programs	1. Generous spiff Program 2. e-Learning 3. Rep Training	1. One-on-one Time with Reps at KBIS	1. Learn and Earn Videos 2. e-Learning 3. Rep visits	1. Aquileia 2. e-Learning 3. YouTube videos	1. Earn and Learn 2. Trip to Kohler 3. Traveling Kohler Truck	1. Custom Shower Guide 2. Hands-on Training 3. Incentives Program	1. Product Knowledge Sessions



# GAP ANALYSIS/CONSIDERATIONS

- Training playlist on Delta YouTube page.
- “Showroom on Wheels” to expand new DFC Discovery Center showroom experiences.
- “Showroom in a Box” type tool to expand new DFC Discovery Center showroom experience.
- Onboarding assistance for new showroom reps—create brand ambassadors from day 1.
- Potential triple points/rewards for first-year showroom associates.
- Review how literature/display materials and website/videos are packaged/provided to trainees. How can we do it better?
- Increase course offering to include more business– and selling-related content.

# INTERVIEW HIGHLIGHTS & VERBATIMS

Direct from the interviewees.





# HIGHLIGHTS & VERBATIMS

- Overall, interviewees were complimentary of the Delta and Brizo training they'd received.
- Interviewees are excited about training and want to be recognized for their efforts/successes.
- In-person training by the manufacturer goes a long way in the eyes of the showroom sales associate. This one-on-one time helps to create brand ambassadors.



# HIGHLIGHTS & VERBATIMS

- *Moen paid for my entire team to stay at the Peninsula and have a spa service so my sales team could understand how our clients live and what their expectations are. They took us to dinner at Gibson's and brought in a luxury trainer to talk about upper clientele's lifestyles etc. At my previous employer Moen paid for a series of classes at an offsite lead by the head of the concierge association (head concierge at the four seasons) to cover etiquette for different culture among other topics. Was really helpful.*
- *Most vendors are not focused on providing the technical aspect side of the business. I find myself requesting technical training from manufacturers instead of it being at the forefront.*
- *I think getting showroom sales people to the factory, or headquarters is key in solidifying a relationship with that salesperson. Hearing the info directly from the source makes that salesperson feel connected to the company and important.*
- *I feel that there should be more training on the how-to install side of things. I was at Hansgrohe and Delta and have to say from all the people I talked to while there, there was hardly anyone who had the confidence in themselves to actually install a faucet by themselves in their home.*

# HIGHLIGHTS & VERBATIMS

- *I believe giving out a hand book for training is a good idea followed up by a completion certification or a test to ensure trainees are qualified with knowledge pass or fail. This will create an industry standard in the faucets world.*
- *Not so much on training, but the Delta website is not as intuitive as some of the other manufacturer's websites, such as Kohler and Moen. I often find myself looking at these websites, not because their product is necessarily better, but because the user experience is easier to navigate.*
- *Sales consultants are creatures of habit and support brands that they feel support them if they have any questions or issues. Regular rep visits is also crucial for a brand to stay top of mind.*

# NEXT STEPS

Where do we go from here?



# NEXT STEPS

- Determine where research gaps are and follow up with any additional information.
- Share Houzz trade strategy, if appropriate.



# APPENDIX

All the supporting stuff.



# SURVEY

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)

# SURVEY

\* 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)	<input type="text"/>			

\* 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)	<input type="text"/>			

\* 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)	<input type="text"/>			



# SURVEY

## 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 DORNBRACHT?

- ☐ Yes  
☐ No

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

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

# SURVEY

21. If applicable, which training delivery methods does DORNBRACHT 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 DORNBRACHT? (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 DORNBRACHT 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)



# SURVEY

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 HANS GROHE?

- ☐ Yes
- ☐ No

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

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

33. If applicable, which training delivery methods does HANS 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)

34. If applicable, how have you been rewarded for training by HANS GROHE? (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 HANS GROHE to help you learn, train your employees and/or sell to your clients.

# SURVEY

\* 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?

# SURVEY

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)



# SURVEY

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:

