



# Sales Rep Orientation Course Track

Use this course track to focus on learning modules provide an overview for sales representatives to the technologies, processes, and key market opportunities for printing.

2	Intro to Production Printing	What is Production Printing?	14:27:00
3	Intro to Production Printing	Analog vs. Digital Printing	15:23:00
Choose the most appropriate printing technologies based on your operations			
4	Intro to Production Printing	Print 101: Electrophotography	16:43:00
5	Intro to Production Printing	Print 101: Offset Lithography	13:35:00
6	Intro to Production Printing	Print 101: Inkjet	21:59:00
7	Intro to Production Printing	Print 101: Gravure	11:19:00
8	Intro to Production Printing	Print 101: Flexography	12:03:00
9	Intro to Production Printing	Print 101: Screen Printing	10:24:00
10	Intro to Production Printing	Industry Speak: Acronyms & Jargon	21:54:00
Choose the most appropriate type of printer based on your operations			
11	Inside the Print Shop	Commercial Printers	10:38:00
12	Inside the Print Shop	In-plant Printers	16:00:00
13	Inside the Print Shop	Direct Mail Printers	14:25:00
14	Inside the Print Shop	Transactional Printers	18:45:00
15	Inside the Print Shop	Publication Printers	19:35:00
16	Inside the Print Shop	Packaging Converters	21:20:00
17	Inside the Print Shop	Sign Printer	18:29:00
18	Operations of a PSP	Commercial Printers	14:12:00
19	Operations of a PSP	Sign Shops	17:42:00
20	Operations of a PSP	In-plant Printers	17:26:00
21	Operations of a PSP	Direct Mail Printers	21:42:00
22	Operations of a PSP	Transactional Printers	27:20:00
23	Operations of a PSP	Publication Printers	18:22:00
24	Operations of a PSP	Packaging Converters	21:53:00
Choose the most appropriate type of printer based on your operations			
25	Selling Strategies for	Commercial Printers	13:02:00
26	Selling Strategies for	In-plant Printers	18:25:00
27	Selling Strategies for	Direct Mail Printers	11:50:00
28	Selling Strategies for	Transactional Printers	15:59:00
29	Selling Strategies for	Sign Shops	15:29:00
30	Selling Strategies for	Franchise Printers	14:28:00

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31	Vertical Markets for Print	Education	12:46:00
32	Vertical Markets for Print	Financial and Insurance	11:31:00
33	Vertical Markets for Print	Healthcare and Pharmaceutical	12:41:00
34	Vertical Markets for Print	Manufacturing	16:15:00
35	Vertical Markets for Print	Non-profit	10:42:00
39	Print Workflow and Processes	Primer: Key Workflow Processes	30:08:00
40	Print Workflow and Processes	Primer: Design Considerations	30:40:00
41	Print Workflow and Processes	Job Onboarding	16:28:00
47	Introduction to Finishing	Folding	14:26:00
48	Introduction to Finishing	The World of Finishing	27:44:00
49	Introduction to Finishing	Embellishments	18:59:00
51	Introduction to Finishing	Mailing	23:59:00
52	Introduction to Finishing	Binding Methods	15:31:00

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