



**SolomonCoyle**

# **Project Management Training for Haworth Dealers**

**FALL 2021 REGISTRATION PACK**

**Class Calendar**

**Offline Registration Form**

**Program Overview**

**Curriculum Lesson Plan**

# PROJECT MANAGEMENT TRAINING

## FALL 2021 CALENDAR FOR HAWORTH DEALERS

Instructor David Solomon will share methods, tips and techniques to help your dealership avoid costly mistakes, reduce and eliminate margin erosion, enhance profitability, and increase customer satisfaction. Each class is designed to provide you with an unbeatable interactive learning experience with the convenience of connecting from your workplace, job site or home office.

If you have questions regarding the class schedule, the online portal, or other administrative matters, please email [support@solomoncoyle.com](mailto:support@solomoncoyle.com).

**Classes begin at 11:30am Eastern Time on Mondays and Wednesdays.**

SESSION	DATE	TOPIC
		Course Overview to be completed prior to Nov 8
1	Nov 8	Dealer Economics and Principles of Project Management
2	Nov 10	Quote-to-Invoice Process
3	Nov 15	Installation Estimating
4	Nov 29	Planning the Project
5	Dec 1	Project Communications and Managing the Client
6	Dec 6	Managing the Contract
7	Dec 8	Managing the Project
8	Dec 13	Project Management as a Profit Center: Selling Services
9	Dec 15	Review and Reinforcement
10	Dec 15	Using What You Learned

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# PROJECT MANAGEMENT TRAINING

HAWORTH DEALER REGISTRATION | FALL 2021

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This form is provided for those who prefer to pay offline. Make your entries using a computer or ink pen, then mail the completed form to Solomon Coyle. We accept check and credit card payment. **The option of paying online remains available to you at [solomoncoyle.com/register-pm-haworth](http://solomoncoyle.com/register-pm-haworth).**

## THE FOLLOWING PERTAINS TO THE PERSON COMPLETING THIS FORM.

YOUR NAME	YOUR EMAIL	YOUR PHONE
<input type="text"/>	<input type="text"/>	<input type="text"/>

## THE FOLLOWING PERTAINS TO THE DEALERSHIP YOU REPRESENT.

COMPANY	PRINCIPAL'S NAME	PRINCIPAL'S EMAIL
<input type="text"/>	<input type="text"/>	<input type="text"/>
COMPANY URL	STREET ADDRESS	CITY / STATE OR PROVINCE/ POSTAL CODE
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## THE FOLLOWING PERTAINS TO YOUR PARTICIPANTS. IF YOU ARE REGISTERING MORE THAN 2, CONTINUE ON PAGE 2.

NAME	EMAIL	FEE PER PERSON
<input type="text"/>	<input type="text"/>	▼ \$1,200.00
PHONE <input type="text"/>	JOB TITLE <input type="text"/>	
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## PAYMENT DETAILS

Check enclosed, made payable to Solomon Coyle, LLC  
Charge to:  Amex  Discover  MC  Visa  Diner's Club  
Number  Verification Code   
Cardholder Name  Expiration Date  /   
Billing Address (Street / State or Province / Postal Code)   
Signature

SUBTOTAL ON THIS PAGE.....	\$ <input type="text"/>
SUBTOTAL ON PAGE 2 .....	\$ <input type="text"/>
TOTAL AMOUNT DUE.....	\$ <input type="text"/>

If you are paying by credit card, please provide the details at left. Make check payable to **Solomon Coyle, LLC**. Print both pages of the completed form, enclose check if applicable, and mail to the following address: **Solomon Coyle, LLC**  
**20 Towne Drive, Suite 382**  
**Bluffton, SC, 29910**

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Questions? Contact us at [support@solomoncoyle.com](mailto:support@solomoncoyle.com)

# PROJECT MANAGEMENT TRAINING

USE THE SPACES BELOW TO REGISTER ADDITIONAL PARTICIPANTS.

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# PROJECT MANAGEMENT TRAINING FOR DEALERS

## PROGRAM OVERVIEW

The Solomon Coyle Project Management Training Program for Dealer Staff shows how to avoid costly mistakes, reduce margin erosion, and sustain and deepen your client relationships by applying a best-practice PM mindset.

With course content consisting of 10 interactive classes and a wealth of support materials, the program is a highly cost-effective way for Project Managers to better understand their role and learn practical ways to improve the dealership's processes and profitability, from project planning to close out. Classes are available for Allsteel, Haworth, Herman Miller, Kimball, Knoll, Steelcase and Teknion LLC dealers.

### Learning Objectives

Your project management team will hone their skills and elevate their professionalism for delivering smart project management solutions with higher quality, better accountability, and greater value. These are the key learning objectives:

- Understand team roles and responsibilities
- Create sound project plans and effectively manage the project, the client and the contract
- Perform accurate installation estimating using the Solomon Coyle methodology
- Reduce margin erosion throughout the project
- Incorporate best practices for managing each aspect of the project effectively, from quote to invoice
- Minimize cost overruns and improve on-time Delivery through better project tracking
- Maximize efficiency through better processes and technology usage
- Communicate effectively with team members, subcontractors and clients
- Increase client satisfaction and retention
- Manage jobs to safeguard and even improve profitability

2% Average dealer margin erosion

“

The training was insightful and very informative. A must-have course to be a good, solid project manager.

RICHARD HARRIS, PROJECT MANAGER,  
MARXMODA

”

### Format

- Ten interactive classes.
- Easy and convenient to attend: log in from wherever there's a phone and Internet access—the office, job sites, home.
- Handouts and presentation materials.
- Valuable learning aids and professional tools, such as workbooks, forms, checklists and more.
- Exercises and tests to reinforce learning.
- Individualized assistance, as needed.

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### Session 1: Dealer Economics and Principles of Project Management

- » Dealer economics and margin erosion
- » 4 key causes of margin erosion
- » Project manager (PM) roles and responsibilities
- » 7 key concepts
- » Best practices

### Session 2: Quote-to-Invoice Process

- » Sales order process and the PM's role
- » Best practices to prevent margin erosion
- » Work order process overview
- » Best practices for efficiency

### Session 3: Installation Estimating

- » Installation importance and key issues
- » Efficiency and effectiveness factors
- » Solomon Coyle estimating process
- » Estimating rules of thumb
- » Estimating prototypes

### Session 4: Planning the Project

- » Key elements of the project plan
- » End-to-end view of the project plan

### Session 5: Project Communications and Managing the Client

- » Communications and documentation
- » Client expectations and decision making

### Session 6: Managing the Contract

- » Documenting key decisions
- » Managing the scope of work
- » Terms and conditions
- » Documenting change orders

### Session 7: Managing the Project

- » 5 key project aspects
- » Leveraging the manufacturer's capabilities
- » Managing job close-out
- » Working effectively with subcontractors
- » Managing corrective actions efficiently
- » Punch list process

### Session 8: Project Management as a Profit Center: Selling Services

- » Project management value proposition
- » Determining project management services cost
- » Marketing project management services

### Session 9: Review and Reinforcement

- » Review of key concepts

### Session 10: Using What You Learned

- » Challenges and opportunities in the day-to-day application of project management concepts and best practices

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#### About the Instructor

[David Solomon](#) founded Solomon Coyle in 2004 to help dealers and manufacturers while improving dealer operational performance. He addresses those challenges with a unique industry-wide perspective, business vision, extensive knowledge of best practices, and leadership in technology and process innovation.

The skill set he has honed during 42 years in the industry includes strategic planning, business process analysis, project management, change management, design, operations management, sales management, dealer economics, and technology implementation.

# PROJECT MANAGEMENT TRAINING FOR DEALERS

## LESSON PLAN

### SESSION 1

#### Dealer Economics and Principles of Project Management

This session will provide an overview of the basic principles of project management both as a discipline within the dealership and as defined by the academic world. We will discuss definition of project management, the roles and responsibilities within the dealership, and seven key project management concepts. We will explore different dealership organizational models for Project Managers and review job descriptions and best practices.

Our discussion on dealer economics will cover the four key causes of profit margin erosion. We will examine strategies for minimizing margin erosion and the Project Manager's role in implementing them.

#### Learning Objectives

- » An understanding of dealer economics
- » 4 key causes of margin erosion
- » Principles of project management
- » Roles and responsibilities within the dealer
- » 7 key project management concepts
- » Project management best practices

#### Handouts

- » Session Workbook
- » Project Management Overview
- » Key Concepts of Project Management
- » Solomon Coyle Job Descriptions
- » Project Management Knowledge Areas List
- » Project Management Performance Overview
- » Project Management Performance Standards
- » Account Management Performance Standards

### SESSION 2

#### Quote-to-Invoice Process

Session 2 will focus on the role of the dealer Project Manager in the Quote-to-Invoice Process. In Part One, we will discuss the three elements of the Sales Order Process—pre-order, order management and project close-out—with an emphasis on streamlining the process and dealer best practices. You will learn how the Project Manager can enhance the overall Sales Order Process.

In Part Two, we will focus on the Work Order Process and the role of the Project Manager. We will review the elements

of the Work Order Process, from the service request to field communication. We will also discuss best practices and how an efficient process impacts project success.

#### Learning Objectives

- » An understanding of the quote-to-invoice process
- » Project Manager's role and impact in the Sales Order Process
- » Developing a service solution for the sale
- » Best practices to prevent margin erosion
- » Role of the Work Order Process in the dealership
- » Importance and elements of the Work Order Process
- » How the Work Order Process contributes to project success
- » Best practices for efficiency

#### Handouts

- » Session Workbook
- » Quote to Invoice Process Outline
- » Sales Order Process Overview
- » Work Order Process Overview
- » Sample Delivery Installation Quote Request
- » Installation Bid Requirements
- » Sample Installation Packet Cover Sheet
- » Exercise: Work Order Process Review
- » Solomon Coyle Installation Estimating Workbook
- » Project Management Knowledge Areas List
- » Project Management Performance Overview
- » Project Management Performance Standards
- » Account Management Performance Standards

#### Exercise

Review your own Work Order Process using the Solomon Coyle review tool. Read Solomon Coyle Installation Estimating Workbook.

### SESSION 3

#### Installation Estimating

Part One of our discussion will provide an overview of the installation estimating process and the importance of consistent and accurate estimates to dealer profitability. You will learn how the concept of estimating differs from pricing furniture product, general limitations of labor estimating, and the role of material handling and third parties in estimating. We will also discuss how the Solomon Coyle prototype estimating process differs from other estimating methods.

In Part Two, you will learn how to use the Solomon Coyle installation estimating methodology. We will discuss the prototype elements and review the estimating worksheet And how to use it. We will also review rules of thumb for adjustments for site, product and project conditions, different product line prototypes, case good hours, non-phase hours and more.

#### Learning Objectives

- » Importance of installation estimating
- » Key problems encountered
- » Role of material handling and third parties
- » Efficiency and effectiveness factors
- » Solomon Coyle estimating process
- » How to apply the Solomon Coyle estimating process
- » Estimating rules of thumb

#### Handouts

- » Session Workbook
- » Competitive Systems Comparison
- » Two Complete Estimating Examples
- » Estimating Worksheet

#### Exercise

Complete the installation estimating example using the materials provided.

## SESSION 4

### Planning the Project

Session 4 will focus on how to plan a contract furniture project, from initial analysis and order entry to invoicing and collections. We will discuss how project analysis is the key to project planning, look at what constitutes a comprehensive project plan, and examine the elements of a project plan.

#### Learning Objectives

- » Key elements of a project plan
- » Why analysis is the key to planning
- » Documenting and communicating the plan to the client, team and third parties
- » How a great project plan can result in higher profitability

#### Handouts

- » Session Workbook
- » Installation Analysis
- » Project Checklist
- » Sample Project Schedules
- » Sample Furniture Estimates
- » Site Review Information

#### Exercise

Write a scope of work.

## SESSION 5

### Project Communication; Managing the Client

Session 5 provides guidance on how to set client expectations, manage the decision making process, and communicate in a professional manner that mutually benefits the dealer and the client and fosters a smoothly running project. We will discuss what constitutes good project documentation and examine various documentation methods. We will also look at problems that can stem from poor communication and how to avoid them.

#### Learning Objectives

- » Setting client expectations and decision making
- » Importance/types of communication and documentation
- » Documenting key decisions

#### Handouts

- » Session Workbook
- » Sample Project Documentation

## SESSION 6

### Managing the Contract

Session 6 extends the discussions of effective communication and client management from Session 5 into the complex issues of managing the contract between the customer and the dealer. We focus on how to manage the scope of work and get paid for change orders and review the critical elements in the Sales Terms and Conditions. We also discuss forms management and review a set of useful forms.

#### Learning Objectives

- » Managing the scope of work
- » Critical elements to include in dealer Terms and Conditions
- » Change order compensation
- » Documenting change orders for customer payment

#### Handouts

- » Session Workbook
- » Sample Terms and Conditions
- » Sample Scopes of Work
- » Sample Change Order Memos

#### Exercise

Review dealer Sales Terms and Conditions; compare to Solomon Coyle best practice recommendations.



## SESSION 7

## Managing the Project

This session begins with a look at the five broad responsibilities of a contract furniture dealer Project Manager: developing the quote, entering an accurate order, getting the order to site, managing the installation, and closing out the job. As part of our discussion, you will learn how to leverage the manufacturer's capabilities when setting up a logistics plan. We will also define roles and responsibilities with subcontractors and discuss how to work together on projects. In addition, you will learn how to manage corrective actions most efficiently and teach field personnel a very accurate and complete punch list process.

## Learning Objectives

- » 5 key project aspects
- » How to leverage the manufacturer's capabilities
- » Job close-out issues
- » Managing corrective actions efficiently
- » Punch list process
- » Working with subcontractors effectively

## Handouts

- » Session Workbook
- » Manufacturer Information for PM Training
- » Dealer/Installer Roles and Responsibilities
- » Punch List Process Overview
- » Sample Status Reports
- » Sample Punch List Form
- » Sample Furniture Schedule

## Exercise

Complete the manufacturer's Shipping Capabilities Form. Document dealer's corrective action process. Develop and review list of forms used in the dealership.

## SESSION 8

Project Management as a Profit Center:  
Selling Services

This session will focus on how to market project management services as fee-based services to customers. You will learn how to price project management services and how to use "clues" to sell the intangibles of a service product. We will discuss how to effectively market project management services to both internal and external clients. Finally, we will discuss how the customer sees the project management value proposition and how selling services differs from selling products.

## Learning Objectives

- » Project management value proposition
- » Determining project management services cost
- » Marketing project management services

## Handouts

- » Session Workbook
- » Benefits of Project Management
- » Project Management Services Description
- » Sample Hourly Cost Worksheet
- » Service Competencies
- » Project Management Processes for Various Project Types

## Exercise

Complete market analysis. Evaluate how competing dealers position and sell project management services.

## SESSION 9

## Review and Reinforcement

This session will review key points from the previous training sessions to reinforce the issues that are most important for a successfully managed contract furniture project. Highlights will include the role of analysis and planning, the client's view of the Project Manager value proposition, how to get paid for change orders, installation pricing from the installer's point of view, and how to minimize margin erosion.

## Learning Objectives

- » Review of key concepts

## Handouts

- » Session Workbook

## SESSION 10

## Using What You Learned in This Program

In the final session we will discuss how to apply the principles learned in this course in your dealership. We will focus on the day-to-day issues Project Managers face and strategies for overcoming obstacles. Participants are encouraged to bring their biggest challenges to the group for creative problem solving during this session.

## Learning Objectives

- » Applying principles learned

## Handouts

- » Certificate of Completion