A photograph of a diverse group of people in a classroom or training environment. In the center, a man with dark hair and a mustache, wearing an orange and white plaid shirt, is smiling broadly and raising his right hand. To his left, an older man with glasses and a green shirt is looking towards the camera. To his right, a woman with dark hair, wearing a yellow shirt, is also smiling. In the foreground, the back of a person's head is visible, looking towards the group. The background is a plain, light-colored wall.

You must make sure that your trainees master  
the knowledge and skills they need to safely and  
efficiently perform their jobs.



# Trainer Certification Process - \$2,000

## The Need

Trainers play a vital role in your overall success, but great operators don't always make the best trainers.

Training requires different skills.

The Trainer Certification Process is a complete toolkit that helps you interview, test, promote and prepare your best candidates to become professional driver trainers.



## Usage

- ▶ To identify good trainers
- ▶ To train new trainers
- ▶ To refresh training for existing trainers

This course includes instructions on understanding the hard and soft skills of trainees and explains the many techniques to teach knowledge and skills. The course also explains the challenges of trying to change the trainee's soft skills – their Values, Motivations & Personality.

## Trainer's toughest challenge:

"Trying to change people who can't be changed."

## Comprehensive Course Includes

- ▶ Manager's Guide to Trainer Selection & Development
- ▶ The Trainer Selection Process
- ▶ Minimum Qualifications
- ▶ Written Exams
- ▶ Skills Proficiency Assessments
- ▶ Structural Interviews
- ▶ Three Development Courses
  1. Learning Basics
  2. Coaching the Adult Learner
  3. How to Train a Professional Operator

**YOU CAN'T CHANGE THE BEHAVIOR OF DRIVERS. THEY ARE ALWAYS GOING TO HAVE ACCIDENTS.**

**WRONG! YOU CAN CHANGE THEIR BEHAVIORS. YOU JUST NEED GOOD TRAINING.**

**SBSC COURSES DO CHANGE DRIVER BEHAVIORS! HERE IS PROOF!**

"We have seen a 36% reduction in preventable accidents. We are very pleased with your training course."  
Patrick Vaughan, COO, Student Transportation of America.

"I am excited by the quality and content of the programs created by SBSC."  
Dr. Linda Bluth, past president, NAPT.

"Using your course, last year we went down in our overall incidents by 74%. We had the largest reduction of 74%. We had the largest reduction of 74%. We had the largest reduction of 74%."  
Matt Netzel, Assistant General Manager, Anchorage School District, AL.

"Our accident rate has been reduced significantly for the second year in a row."  
Keith Harms, Safety Director, Petermann Ltd.

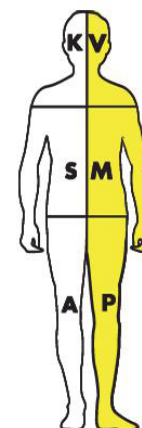
**REAL TESTIMONIALS!**

## CAN DO

KNOWLEDGE

SKILLS

ABILITIES



## WILL DO

VALUES

MOTIVATIONS

PERSONALITY