

ORIGINAL SITUATION

Quality Chekd management recognized that stronger sales and management skills would help independent producers compete better against the mega-producers that were beginning to dominate the industry.

BUSINESS IMPROVEMENTS

What began as a trial program eventually blossomed into a full-fledged corporate university aptly named “Cow Tech.” Through Cow Tech, members can complete graduate-level coursework and earn certificates reflecting various levels of mastery of essential technical, sales and leadership topics. Members can earn a Graduate, a Masters and a Doctorate certificate. Members benefit from the best sales and leadership training curriculum in the industry.

SEG’s Commitment to Success at Quality Chekd Dairies.

Strength in Numbers.

For nearly 60 years, Quality Chekd Dairies has proven that there is, indeed, strength in numbers by helping independent dairy processors adapt to and succeed in a rapidly consolidating industry by providing skills, tools and expertise.

Today, over 35 independent dairy processors in the United States, Mexico and Central America benefit from Quality Chekd’s extensive hands-on technical and management training, marketing tools and support, purchasing strength and quality assurance resources, not to mention the credibility of a highly regarded consumer brand and logo.

A Great “Hook”

Perhaps one of the association’s most unique member benefits is access to the same world-class sales, leadership and management training offered at some of the nation’s largest corporations. Originally, Quality Chekd focused its educational efforts on technical training. In the mid-1980s, the association began exploring the feasibility of expanding its seminars and workshops to include sales and leadership training.

“During the discovery process we learned that most of these companies weren’t developing internal talent in a planned way,” explained Bob Parks, President of Strategic Enhancement Group, who has worked with Quality Chekd since 1985.

“Quality Chekd management recognized that stronger sales and management skills would help independent producers compete better against the mega-producers that were beginning to dominate the industry,” he said. “We recommended introducing *Counselor Salesperson* – customized to reflect the dairy industry – to its membership.”

RESULTS ACHIEVED



COMPANY PROFILE

For over 60 years, Quality Chekd has helped dairy processors offer the consumers world class food products that pass rigorous testing procedures and are endorsed with the Quality Chekd "Blue Q. Red Chek" logo.

Since 1944, Quality Chekd has benefited consumers by offering dairy processors the very best in terms of service, marketing, training, and quality testing.

The training, introduced in 1986, was an immediate success. What began as a trial program eventually blossomed into a full-fledged corporate university aptly named "Cow Tech." Through Cow Tech, members can complete graduate-level coursework and earn certificates reflecting various levels of mastery of essential technical, sales and leadership topics. Members can earn a Graduate certificate with 20 credits, a Masters certificate with 35 credits and a Doctorate with 50 credits.

"It's a very rigorous program and carries a great deal of weight in our industry. Because some employees don't have post-secondary degrees, a Cow Tech certificate shows their understanding of the dairy industry and business world," explained Steve Drabek, Director of Education and Training for Quality Chekd.

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STEVE DRABEK

Director of Education and Training, Quality Chekd Dairies

"The sophisticated, highly customized training we offer our members has been a great way to attract new members. It definitely sets us apart in the industry," he added.

Success By Design

Strategic Enhancement Group has played an ongoing role over the years, helping Quality Chekd expand its sales and leadership curriculum and respond to changing demographics and marketplace concerns.

Two full-time Quality Chekd trainers and one part time SEG trainer spend an average of 45 weeks a year delivering sales and leadership training at member locations around the world. In addition to a wide range of technical programs, their curriculum currently includes courses from Strategic Enhancement Group in consultative selling, enhancing sales relationships, building customer loyalty, and over twenty leadership and management topics.

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He added that Bob Parks, President of Strategic Enhancement Group, isn't afraid to tell us if he thinks the training is headed in the wrong direction. "Bob is straightforward and honest. We can trust him to tell us the truth, not just what might end in a sale for Strategic Enhancement Group. I'm confident that his recommendations look out for our company's best interests," said Drabek.

"Strategic Enhancement Group has been an exceptional partner in every sense of the word. The curriculum is tremendous and can be easily adapted to reflect our industry and the needs of individual members," said Drabek. "Thanks in large part to Bob and Holly (Parks), we've created the best sales and leadership training curriculum in our industry."

Rather than require members to travel to central sites, Quality Chekd facilitators deliver the courses at member locations, increasing participation while allowing trainers to tailor the curriculum to address specific organization or marketplace issues.

Maintaining Momentum

Parks and his team provide instructor updates that allow trainers to ask questions, clarify issues and explore new approaches. These updates help ensure that the training stays "fresh and meaningful," explained Parks.

Strategic Enhancement Group is helping the association develop a needs assessment process that Quality Chekd trainers can use to isolate key issues, particularly "disconnects" between upper and lower management, before presenting a workshop. Because participants must complete the questionnaire prior to the seminar, session leaders have time to customize the training.

"Bob and Holly are great teachers. They've helped our training team grow professionally and have guided our efforts to take Quality Chekd's training curriculum to new levels," said Drabek.

To learn more about these concepts and how Strategic Enhancement Group, Inc. can help you in addressing these issues, contact us at (630) 377-4300, (888) 668-9382 outside of IL or StrategicEnhancement.com.