# 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.

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| 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 |
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| 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 |
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| 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 |