

## Pro-Link Release

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Canton, MA - [Pro-Link, Inc.](#) has begun a “Cash for Courses” promotional program, encouraging all of its distributor-members to take—and pass—as many of the group’s online training programs as possible during the month of May.

Pro-Link is a marketing and buying group that specializes in the professional cleaning industry. The courses are included in the company’s Online Training Center (OTC) presented in an e-learning format.

The courses focus on three key areas of training: product sales, cleaning procedures and safety.

- **Product Sales** – Provides an overview of a jan/san category. For example, the Introduction to Matting provides new DSRs the types of matting used by location, as well as their use to ensure a green environment [policy]. In depth training for specialty products, such as Pro-Link’s unique Twister Pads, are also available.
- **Cleaning Procedures** – Step by step graphical instructions based on type of cleaning, with green cleaning steps highlighted. Examples include Top Scrubbing, Restroom Care and Daily Floor Care.
- **Safety** – This area focuses on training to Distributor-Member customers, such as BSCs. Courses include Slip, Trip and Fall Prevention, Blood Borne Pathogens for those cleaning in facilities with bodily fluid or blood spills, and government required training, such as Right to Know training (OSHA requirement).

There is also a hand hygiene training program designed for distributors with clients in the school and education industries, helping them foster proper hand washing practices in their facilities.

Members who participate in the Cash for Courses Program are able to complete the courses at their own pace. A final exam is included at the end of each course and helps to ensure that participants learn the material and comprehend the reasoning behind the answers.

According to Mike Nelson, vice president of marketing for Pro-Link, cash gift cards will be awarded to the top three sales representatives with the highest number of successfully completed courses.

Winners will be announced in June.

“The program was just recently announced and we already have over 100 salespeople signed up to take the courses,” says Nelson. “In fact, more than 400 courses have been taken already.”

Nelson adds that the goal of Pro-Link’s online training center is to help Distributor-Members get new sales reps trained about the industry, the company’s equipment and products, as well as cleaning programs quickly. “And it can be used as a refresher course readily available at any time for existing reps.

## About Pro-Link, Inc

Pro-Link, Inc., which was founded in 1984, is a national full-service janitorial supply, marketing, and buying organization. Based in Canton, MA, this janitor-focused organization currently has more than 70 members and over 100 distribution points throughout the United States.

Pro-Link provides its distributor-members and customers with a nationally-recognized brand of high quality products and services that help deliver consistently cleaner facilities at lower total cost. With a sales force of industry professionals, the organization also provides national field support, troubleshooting, and training for members and end-customers.