



CURT™

The **FIRST** Name
in Towing Products™



SALES AND PRODUCT TRAINING

Become a CURT-certified product specialist or dealer using our free training program!

B2B University is a free, online training resource that helps our dealers stay informed about our products and the latest in retail strategies. It is open to all CURT dealers and allows them to provide customers with helpful and reliable information.

B2B University is also perfect for staff training. Lessons are available online at b2b.curtmfg.com in video and written form. Each lesson concludes with a short test and can be revisited at any time for a quick refresher course.

Some of our B2B training course categories include:

- Merchandising and sales training
- Product-specific how-tos and guides
- Driving traffic to your store and website

CURT B2B University is constantly growing with new lessons uploaded every month. Please check back regularly for updates and new lessons.

Certified Product Specialist

Learn all about CURT products, helping to educate your customers



Certified Dealer

Learn how to market and sell CURT products



Convenient Online Courses

Videos and lessons are accessible anywhere, anytime at b2b.curtmfg.com

