

## 21st Century Training Tools

### TRAIN WITHOUT THE PAIN

#### Train To *Gain*

Product training is like fitness training: Few people can afford a one-on-one “personal trainer” — and the same is true for your product training.

The Gain: Product trainer visits are costly so, using the 80/20 rule, mostly “A” stores gain from training.

Here’s the Pain: By limiting training of “B” and “C” stores, you’re missing the growth opportunities of training your best sales people—retail store staffers!

#### **You CAN Train Your “B” and “C” Stores *Without the Pain***

Turn your *existing sales force* into expert trainers by equipping them with easy-to-use 21st Century training tools.

#### **We produce video & audio staff trainers that *sell* products**

- We’ll adapt and integrate your experts, literature, websites and graphics into multimedia product trainers with easy-to-use “talking points” call-outs
- We lower your training and educational expenses and improve your opportunities to educate and motivate retail staff on, or off, the sales floor
- We help you overcome management resistance to on-site training with 24/7 web training

#### **That’s how you reach *more* stores for *less* money**

##### How to deploy

- **Audio CD / Video DVD**
- **Downloadable** audio mp3 files, or mp4 tablet friendly video files
- **On-line** access video (password secure), viewable 24/7 on PCs, tablets, smart phones
- **Email** links and passwords of your online multimedia assets to retailers

#### **Reduce your training pain—call or email us today for a free consultation!**

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