

## BLENDING LEARNING PROGRAMS

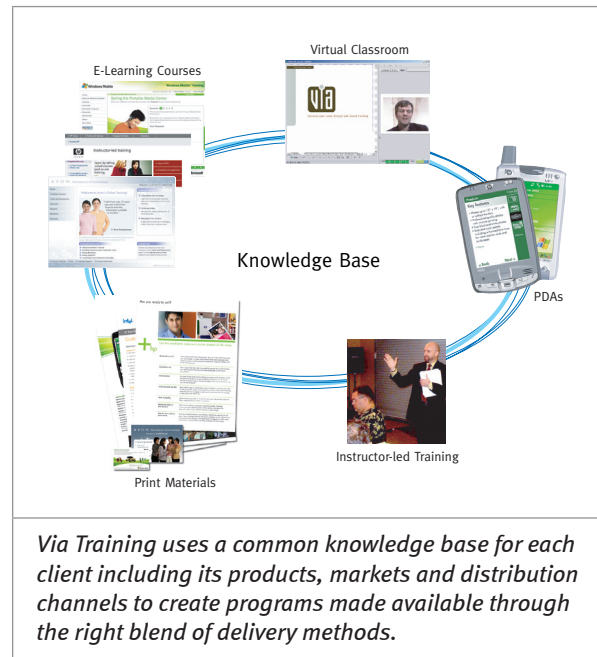
*Via Training offers a full portfolio of custom training services. From classroom to e-Learning, Via can help you in selecting optimal delivery methods and deploying a blended program to meet your training goals.*

Most sales training programs rely on a blend of two or more delivery methods. Historic reliance on print materials and instructor-led training (ILT) in classrooms is increasingly augmented by self-directed online training and virtual classrooms. There is even a role for personal digital assistants (PDAs). Via Training has a record of success guiding clients in selecting the right blend, and then providing development and global delivery services for all delivery methods. We also offer the program management services to coordinate all aspects of a program.

### ONE-STOP SHOPPING

Sales training programs ultimately focus on increasing sales and achieving quarterly targets. These programs move more quickly than corporate programs that cover generic and soft skills training. Key to the value of sales training programs is the ability to rapidly train on product knowledge, the applied sales skills to use that knowledge in customer scenarios, and sales operations. Often, this training is time-critical in support of the launch of a new product or market initiative. These imperatives place an additional burden on program coordination from development through delivery.

Via offers a full portfolio of custom training services. Our program managers provide a single point of contact and accountability while coordinating the resources to match the unique needs of each client. Our pioneering work developing several of the industry's most successful e-Learning programs gives us the ability to quickly develop and deploy blended programs with the technical infrastructure increasingly used to measure and manage program success. Our subject matter expertise in several



*Via Training uses a common knowledge base for each client including its products, markets and distribution channels to create programs made available through the right blend of delivery methods.*

industries enables Via teams to quickly adapt and act as a virtual member of our client's sales training department.

- Services that scale according to need
- Speed of development and deployment
- Content leveraged across delivery methods to reduce costs
- Improved program coordination
- A single point of accountability
- Options including program promotion and training incentives

## DEVELOPING THE BLUEPRINT

Via Training recommends a program that blends factors such as goals, audience size and composition, depth of training on products and services, budget and schedule. Which training components fit your channels and your products? How can you reach the widest audience in the shortest time while covering critical topics? Whatever the challenge, Via will help you select training content and delivery methods that provide the maximum increase in sales force effectiveness.

## BLENDED PROGRAM OPTIONS

### Online Self-Directed Courses

Online self-directed training courses are the foundation of many successful blended programs. Via's brand of e-Learning makes exciting and engaging courses easily available to large audiences, allowing sales representatives to fit training into a busy schedule. Properly done, online courses are an excellent tool for changing behavior and developing brand loyalty. Via provides everything from course development to turnkey hosted programs, including a training website with our ChannelSmart™ Learning Management System and optional training incentives.

### Face-to-Face Instructor-Led Training

Sometimes there is no substitute for the face-to face contact and hands-on experience only possible in a classroom setting. Via develops and delivers instructor-led training using our Active Learning™ model to produce events that are enhanced versions of classic classroom experiences.

### Virtual Classroom

Virtual classrooms are an option for programs that need to combine the benefits of an instructor-led format with the advantages of online delivery. You get the personal, highly adaptable touch of the live instructor with the mass reach the Web provides. Via's Active Learning model helps ensure that remote audience members are as engaged as if they were in the room with the instructors. Sessions are recorded for continued availability.

## WHY CHOOSE VIA TRAINING?

Via's qualifications include:

- A focus on sales training
- Experience reaching indirect channels
- Experience supporting product launches
- Active Learning™ to promote retention
- Reusable learning activities
- Unique training incentive programs
- Global delivery

## WHAT IS ACTIVE LEARNING™?

Developing and delivering effective training that changes behavior can be challenging. This is especially true when the audience consists of sales personnel who have busy schedules and who would rather be almost anywhere other than in a classroom or online taking training.

Via developed Active Learning as a means of making sales training engaging, fun and more effective. An example is Via's library of reusable learning activities. Originally developed in Flash for online use, these activities are also used in the classroom and on PDAs. These activities give sales personnel opportunities to practice a variety of customer scenarios. This improves retention while increasing confidence during real customer interactions.

## Print

Printed materials play a reduced but important role in most programs. Training events are often improved by worksheets, step sheets and reference handouts. Via creates print materials to work in tandem with all different training delivery methods.

## Personal Digital Assistants

PDAs increasingly play a role in the daily routine of sales representatives. Following formal coursework, PDAs can deliver learning activities to reinforce training such as applying product knowledge in sales scenarios. Even more important, PDAs deliver just-in-time performance support for sales calls. Subjects include key selling points and common customer objections, user guides, program promotions and pocket-sized product guides.