

CUSTOM COURSE DEVELOPMENT

Via Training's custom courses are developed for delivery through self-directed online training, and through virtual classrooms and face-to-face training.

Via Training develops custom courses that improve sales force effectiveness. We focus on teaching 1) product knowledge, 2) the applied sales skills to sell those specific products or services and 3) sales operations. We offer our clients a unique ability to engage the learner and change behaviors to increase sales and customer satisfaction. Via's online courses are developed to be AICC and SCORM compliant, then tuned to "plug and play" on your Learning Management System.

TRAINING THAT INCREASES SALES

Traditional sales training is required, but is often insufficient. Sales suffer when your direct sales personnel and channel partners lack essential product information and the applied sales skills to use that information effectively. Via courses close those gaps and also teach sales personnel to handle specific objections, to up-sell and to cross-sell. We combine advanced instructional design with an understanding of your unique sales challenges to create highly effective sales training programs.

ACTIVE LEARNING™

The key to successful training is material that is exciting and engaging. Via created Active Learning as a way to bring these attributes to sales training. Our approach emphasizes:

- Self-paced, exploratory learning
- Learning by doing
- Problem solving
- Realistic tasks and situations
- Reflection and judgment

ACTIVE LEARNING™

Engages learners' minds with real-life problems and simulations that demand participation.

"DON'T WASTE MY TIME"

Provides learners with information they can use in their jobs that day. No fluff; just real sales support.

SHOW IT, DON'T SAY IT

Grabs learners with graphics and animations that convey and reinforce the training message. We never use text if a picture will work better.

PRACTICE

Gives learners an opportunity to apply their newly acquired product knowledge and sales skills in realistic situations.

The benefits of Active Learning are particularly evident in online courses. Instead of relying on "page turners" that are often text heavy, Via uses graphics, learning activities, animations, audio and sometimes video to keep learners engrossed and moving steadily toward improved selling effectiveness. Each course awakens a sense of discovery and engages everyone from enterprise-level sales representatives to independent resellers and retail sales personnel.

LEARNING ACTIVITIES LIBRARY

A key part of Active Learning is the use of Via's library of learning activities to enrich courses. These proven teaching tools allow users to practice with newly acquired product knowledge and apply it in commonly encountered sales scenarios such

as matching features to needs, countering objections, cross-selling related products and services, and up-selling. Activities are customized to match client brand guidelines and are then populated with information on specific products and markets. These activities provide a safe practice environment before meeting customers.

PERFORMANCE SUPPORT

Effective sales training teaches the essentials but also provides access to related performance-support materials. Our online courses provide embedded access to quick reference charts, competitive matrices, sales scripts and other sales tools.

VIA TRAINING'S LEARNING FUNDAMENTALS

Via Training's instructional designers use a highly effective approach to designing online training. Each course includes four key learning techniques: presentation, practice, feedback and assessment.

- Material is presented in self-paced, exploratory learning moments that allow learners to figure things out on their own using an inductive approach. Courses use visuals to support instructional messages, minimizing text explanations.
- Interactive practice activities give students an engaging way to apply their knowledge and skills and retrieve information from memory in a way similar to on-the-job situations.
- Feedback immediately corrects learner misconceptions and explains why responses are not correct.
- The course assessment helps users track their own success and provides valuable metrics on training effectiveness.
- Support material such as data sheets and product comparison charts are provided at appropriate points in the course for easy user access.

HOW COURSE DEVELOPMENT WORKS

Your Via core development team will include an account manager, instructional designer, project manager, graphic artist and a programmer. They will work with you to define your learning objectives and thoroughly analyze your training needs. Input from key members of your sales team helps Via design training that will immediately increase sales force effectiveness. We'll work closely with you to meet project goals and rapidly adapt to the last-minute changes that may occur in your fast-moving

1—RESEARCH
Gather key information and client materials, and define audience characteristics, course objectives, messaging, deliverables, timelines and technical specifications. Establish client review process and success metrics.
2—COURSE OBJECTIVES
Present initial course objectives, structure, content outline and project schedule. Conduct client review.
3—DESIGN
Design instructional solution to meet project requirements. Develop main message, interactions, graphics, media and layered content. Select learning activities and create sketches of proposed screens. Detail course flow, structure and instructional approach for each screen. Conduct client review.
4—PROTOTYPE DEVELOPMENT
Prototype sample course section, including content, interactions and site interface. Conduct usability testing to ensure appropriateness for the target audience. Conduct client review.
5—COURSE DEVELOPMENT
Produce storyboards with final text. Conduct careful client review to minimize revisions. Create all text, media and Flash programming. Post course on staging server for complete client review.
6—DELIVERABLES
Conduct QA testing. Receive final client sign-off. Integrate course components into ultimate delivery package: website, CD or LMS host.
7—EVALUATION
Review completed project with client. Track user statistics. Analyze client input and document lessons learned. Archive materials for future updates.
<i>The Development Process for Online Courses</i>

markets.

Courses are developed on a fixed bid basis. Development time can vary from three weeks for a short course delivered to an existing customer, to 8–10 weeks for a new client with more complex training needs and review cycles.