



Web-Based Instructor Led Training

An Integral Component to the InfoMentis Blended Learning Approach

Web-Based Instructor Led Training:

- Reduces overall cost of training by 20-40%
- Improves participant productivity
- Self-reinforcement increases adoption and retention
- Minimizes time out of the field
- Promotes continuous vs. event-based learning

The Rules Have Changed

External factors—including the economy, an ever increasingly younger work force, and the introduction of new technologies—are dramatically changing the landscape and direction of performance improvement and workplace learning. Like many companies, in order to deal with a challenging economy, you may have reduced or eliminated travel budgets—however, your core learning requirements have not changed. You still need to improve field execution skills and behaviors of your customer-facing team in order to:

- Improve performance
- Reduce costs
- Increase productivity
- Drive revenue

InfoMentis Delivers Web-Based Instructor-Led Training

InfoMentis' web-based instructor-led training is an innovative and cost effective vehicle for delivering our industry-leading, proven, instructor-led content—over the web. It can be packaged into easily digestible modules, maintaining the same standards as our on-premise training:

- Small group- or team-based interactive breakouts for exercises
- Utilizes virtual whiteboards and any other tools available on participant laptops
- Traditional 70:30 ratio between practical application (exercises) and instructor-led lecture
- Mentor coaching model
- Focus on the practical application of skills—not just knowledge transfer

In addition to the general benefits of blended learning, our web-based instructor-led training is, on its own, self-reinforcing. Participants are able to absorb information without being overwhelmed as well as practice concepts learned and re-use them repeatedly.

Creating the Right Blend for You

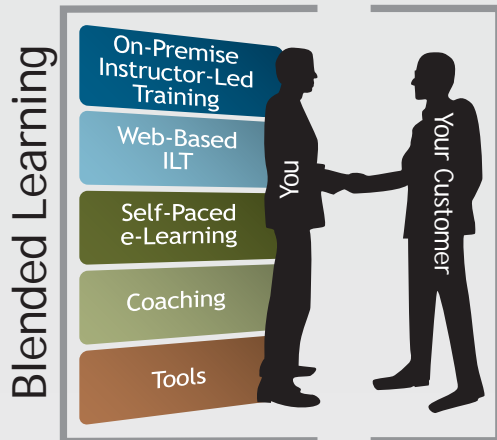
Every program we deliver is configured based on your specific needs and integrated with your existing programs and processes. We work with you to architect the right blend of web-based and/or on-premise training, e-Learning and tools necessary to deliver the results required.

As part of a blended learning strategy, web-based instructor-led training delivers additional benefits to our clients, over and above those from on-premise training:

- **Improves productivity:** Increases time spent doing their “regular job” by spreading training out over a period of time



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What Our Clients Have Said:

"This formula of blended learning is unbelievable. I didn't think that we could achieve as much with web-based as on-premise. I felt like I was in a face-to-face workshop and would recommend this training to others."

Sales Manager, NetApp

"The Handling Objections exercises really taught me how to handle real objections from our customers and what I need to prepare to in order to do a better job."

Inside Sales Rep, Oracle

"I wouldn't want to go back to traditional instructor-led training."

Sales Rep, NetSuite

"Wow! The breakouts were so frequent, the time just flew by."

Sales Manager, HP

- **Logistical/cost effective alternative:** Provides a viable alternative for clients with scheduling issues, travel bans in place or required to reduce travel expenses associated with on-premise training
- **Reaches a broader audience:** Addresses the requirements of a new generation of learners as well as those in positions not allowing extended time from their day-to-day responsibilities
- **Reduces cost:** Eliminates travel thereby reducing training cost by as much as 20-40%
- **Improves adoption and retention:** Delivered in a modularized, digestible format allowing for on-going accountability, participation and usage

InfoMentis Can Deliver Our Entire Curricula of Content Via Web-Based ILT Representative List of Curricula:

- Territory planning and management
- Account planning and management
- High value consulting
- Deal coaching
- Handling objections
- Effective meeting management
- Personal sales effectiveness
- Effective executive conversations
- Manager coaching
- Channel management
- Partner relationship selling
- Effective discovery techniques
- Opportunity management
- Selling the value of maintenance
- Effective demonstration techniques
- Developing high yield questions
- Effective communication
- Opportunity qualification
- Aligning presentations and demos with client needs
- Improving listening skills
- Setting and handling competitive traps



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About InfoMentis

InfoMentis is a global consulting and performance improvement company providing configurable programs that help our clients enable cultural change. We teach our clients how to more effectively attract and retain customers and help them to achieve bottom-line results. Our configurable courseware, e-Learning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management that have contact with their customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, they are able to recognize that an opportunity for growth is significant among organizations eager to differentiate. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 66 countries over six continents.