



## Maximize Your Sales Training Investment

When it comes to training a dispersed group of new or existing sales team members, microlearning is the ideal education strategy for higher engagement and knowledge retention. Here's our insights on how microlearning strategy and content can facilitate effective sales training to maximize your ROI.

### What is Microlearning?

- **Short interactive sessions** - content is more focused and personalized; broken into lessons 5 minutes or less
- **Actionable objectives** - help teams master specific responsibilities, job functions and new product information
- **High engagement** - microlearning is well suited for corporate environments and disparate teams with limited time or resources for training

### Current Sales Training Challenges & Our Solutions



#### New hires and/or remote sales teams

Microlearning is the most comprehensive and effective way to onboard, educate and engage your sales team.



#### Ineffective training methods or tools

Every dollar invested in eLearning can bring up to \$30 increase in productivity. We offer strategies to help optimize training tools & processes.



#### Generic, Outdated & Dull Material

We help businesses transform existing training materials into interactive and responsive bite-sized lesson plans.



#### Complex product or procedure information

eLearning increases knowledge retention by 25-60%\*. Microlearning provides 'drip content' format that is easy to understand and retain.



#### Inability to travel for training

eLearning can generate 26% higher revenue per employee\*. Our solutions include on the go lessons and gamification features for learning & advancement.



#### Lack of eLearning content and support

Our LMS/LES administrators and content creators can help transform existing training materials into interactive bite-sized lesson plans.

*\*Source: The Research Institute of America, IBM Report: "The Value of Training", Bersin & Associated Research Report*

**Concannon Business Consulting (CBC)** is a full-service consultancy focused on optimizing technologies. Our team will manage a custom microlearning solution and process that fits your needs from start to finish.

- Deployment Strategy Consulting
- Systems Integrations
- Campaign Design
- Content Development
- Content Delivery
- Success Measurement

We eliminate barriers to success in **training** and **delivery**. Contact us for your initial consultation.