

The world's best sales performance training is now available virtually anywhere.

 **Huthwaite**
improving sales performance *International*



You can now experience Huthwaite International's sales performance improvement virtually anywhere.

No matter where you are in the world, as long as you have high bandwidth access to the internet and a telephone line, Huthwaite International can help you improve the sales performance of your business. Yes, that's quite a claim, but it's one we can back up.

Thanks to our Virtual Training Campus (VTC), you can unlock the sales potential within your business, without many of the time and travel implications that can be associated with training. As the name suggests, we've augmented our world-class traditional training delivery with a virtual offering – however, the results are very real.

So what is a Virtual Training Campus?

Our VTC is a genuinely interactive, participative, pull-style, innovative training method with learning taking place in both the virtual classroom and virtual breakout rooms. It incorporates live skills development, live role-plays and live feedback. It can include other elements of trainer-led or self-managed learning such as e-learning, webinars or coaching. It's a new learning technology that the world's most forward-thinking companies are investing in right now.

The beauty of our VTC is that it offers you a different way of delivering and receiving vital knowledge and skill, which Huthwaite International has studied, designed and tested thoroughly with our diverse range of blue chip clients.

You'll find it's particularly effective for learning and practising verbal behaviours of the kind that make all the difference in persuasive selling. In addition, we've created an online environment that offers sharply focussed modular sessions, with flexible timetables, across many different time zones. And that's something you simply cannot achieve with traditional training.

Huthwaite International's VTC has taken learning to a new level, and with even greater future developments planned, we believe it's about to change the way your team discovers vital, new selling skills forever.

Why choose the Virtual Training Campus?

Firstly, cost. It can be expensive to transport, feed and accommodate training delegates from many different locations. Even if delegates are in relatively close proximity, the waste of billable hours and distractions of moving from one 'seat' to another can have an adverse effect on your business. Add the complicated logistics of trying to get everyone in the same room at the same time to the equation, and the problems increase.

Then you need to contemplate whether or not you can always afford to take important members of staff out of your business for successive days on end. Will the business run smoothly without them at hand?

There's also your carbon footprint to take into account. Now more than ever, businesses the world over have to focus on being green. A VTC allows you to prove you're making an effort to reduce your carbon footprint.

Put simply, a VTC provides your business with expert tutoring and one-to-one coaching and feedback that's both convenient, and often more cost-effective than traditional learning methods. It's highly interactive and involving, and there's always both an experienced trainer and producer working live with the learning group. We've highlighted how the VTC will look, as well as a number of key advantages on the reverse.

Why choose Huthwaite International?

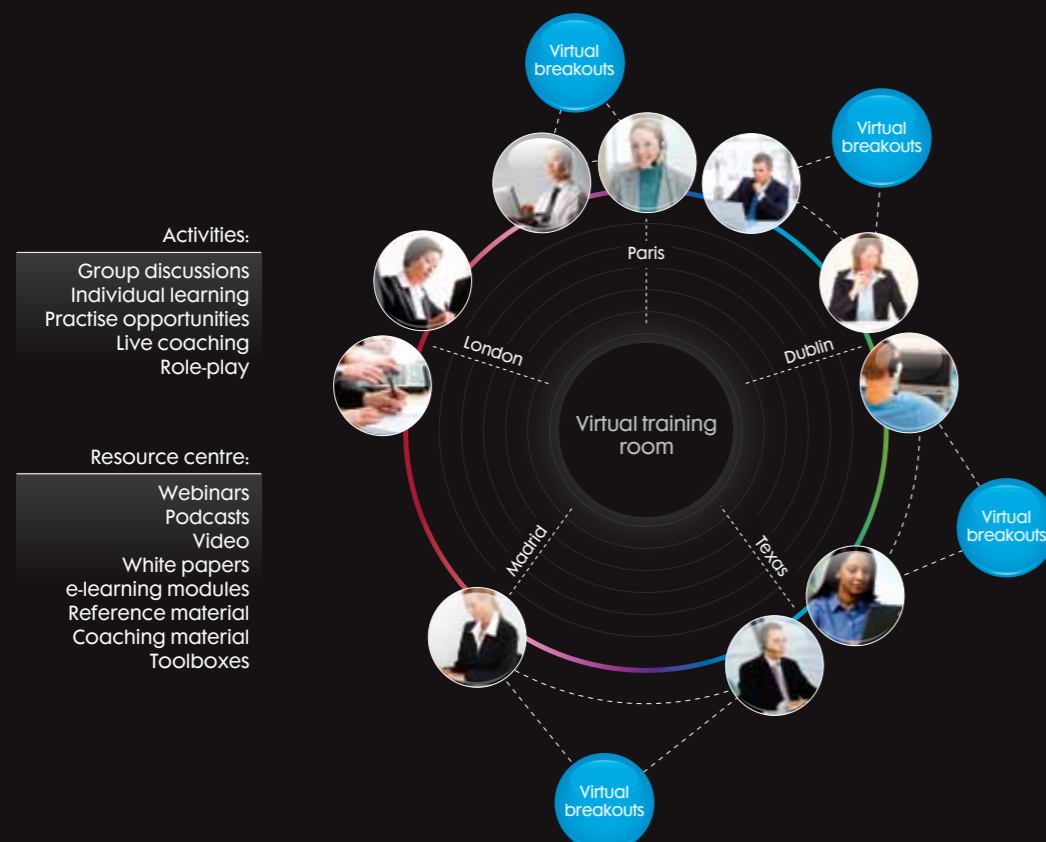
For over 35 years Huthwaite has carried out continuous research, analysis and innovation to improve sales performance on every type of sales situation imaginable. During that time we've observed in excess of 40,000 sales calls, isolating the behavioural characteristics that lead to a successful sale.

We are experts in our field. We improve sales performance through behavioural change. Our unrivalled research methods and measurement applications give us our unique approach.

Our VTC is the obvious choice for businesses that recognise the need for a superior and accessible training solution. Here are just some of the reasons why:

- Our core IP is based around verbal behavioural skill and process – the best components for a VTC.
- Through our decades of research we've created the world's largest database of tried and tested, effective sales behaviours.
- We have a dedicated VTC team of specialist trainers and event producers adapting our own IP (such as SPIN® Selling) and other people's IP to the VTC environment.
- We're already acknowledged by leading users as an advanced provider of a VTC.
- We constantly monitor and evolve our training to ensure you are kept up to speed with the very best techniques.
- We have proven global project management skills.
- Huthwaite is already providing measurable results to a number of leading blue chip clients.

Virtual Training Campus



"Huthwaite International's Virtual Training Campus is miles ahead of anything else we've seen so far."

Senior Director,
Global Telemangement Training, SAP

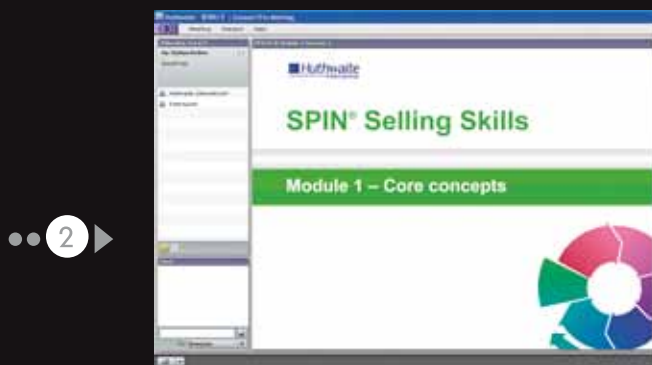


The Huthwaite Virtual Training Campus.

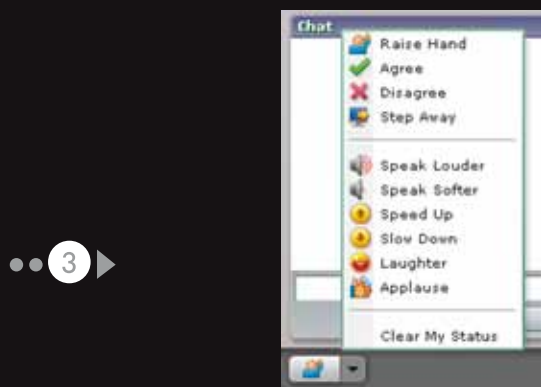
The images below highlight a number of key features and advantages of our VTC.



Delegates are greeted by an ice-breaker, giving them chance to become familiar with the layout and functions, and relax into their virtual surroundings.



Typical slide layout. Thoroughly interactive, with 'chat pod' where delegates can type real-time questions and comments.



The user-friendly controls allow delegates to communicate in real-time with the trainer one-on-one, quickly and easily.



With integrated telephony, everyone knows exactly who's speaking at any given time.

Get real results through virtual learning.

When you want to improve your sales performance, but don't want the expense or off-job distractions that often come with traditional training, turn to Huthwaite's Virtual Training Campus. No matter where you are in the world, you'll find it works around your business, and most importantly, it'll help you get results.

For more information or to sign-up for a free VTC demo, call +44 (0)1709 710081 or email info@huthwaite.co.uk to register your interest.

www.huthwaite.co.uk

Change Behaviour. Change Results.

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