

The Effectiveness Company Sales Training & Field Training



The Right Attitude, the Right Skills... at the Right Time.

The Effectiveness Company can build and deploy a Field Training Services solution tailored to requirements. This solution entails the deployment Field Training Specialists, based in the specified locations, servicing the specified distribution channels. The primary objective is to ensure that optimum level of the latest product knowledge, skills, the Features, Advantages and Benefits are transferred.



EFFECTIVENESS COMPANY

Overview

The Effectiveness Company, in conjunction with their Client, can build and deploy a Field Training Services solution tailored to their requirements.

This solution entails the deployment Field Training Specialists, based in the specified locations, servicing the specified distribution channels. The primary objective will be to ensure that optimum level of the latest product knowledge and secondary, the Features, Advantages and Benefits is transferred.

The Effectiveness Company primary objectives and desired outcome will be to:

- Train within the environment against an agreed schedule.
- Conduct training in line with The Effectiveness Company's Training Methodology.
- Maintain and continue to build relationships.
- Influence and implement the Client's core message and statement.

The Effectiveness Company will ensure all material that is required to be trained is received and developed into the following criteria:

- Classroom Environment
 - Design and collation to be able to be transferred through a "classroom environment".
 - The Effectiveness Company Field Services will drive this activity by creating process to promote, book and coordinate delegates.
- Closed Group
 - Instances where smaller groups, within an organisation need to be trained may occur.
 - These are then organised in a fashion that it is conducted before, during or after hours.
 - Time frames range from 30 minutes to 2-hours; based on the need and availability.
 - For example, The 1-day course material is broken down onto 6 - 8 major modules that can be trained.
- Modular
 - In addition to Closed Group Training, specific objectives may require information transfer.
 - 10 minute sessions may be ideal or the environment is not conducive for full training.
 - All material from the Closed Group is modularised into 10 minute modules.
 - This allows quick yet effective information transfer in store.
- Product and Technical Training
 - The training will occur on all of the basic products and services provided incorporating:
 - Product - Product, Features, Advantages, Benefits, Value Added Services, Packages.
 - System - Hard and Software e.g. Processes.
 - Soft Skills - Customer centricity.

Maintenance and improvement of product knowledge, value added services and the purpose of the Client's product range makes it key to deliver of substantive business results. The Effectiveness Company implementation of the Client's training programmes are very practical and results orientated; focused on delivering predictable business results.

The Benefits

The Client will benefit through:

- Leveraging off The Effectiveness Company's expertise across a variety of market sectors.
- Existing specialised training methodologies, systems, lessons and plans.
- Ease of administration.
- Translation of fixed costs to variable costs.
- Nation-wide footprint.

The Effectiveness Company, on behalf of the Client will:

- Fulfill the role of delivering targeted training interventions.
- Ensures the highest quality standard of trainers who operate method-driven training programmes.
- Can deliver training from a central location or at regional centers

around the country.

The benefits thereof are:

- Improved efficiency and productivity throughout the Distribution channels.
- Improved brand perception and loyalty in the outlet, employee and consumer minds.
- Increase in sales and market share.
- Increased cross selling and up selling.
- Standardisation of product knowledge across all outlets.
- One set standard for training and development.
- Absolute control over training and the application of training and development.
- Detailed database and training records per employee, department and region.
- Controlled standards of performance and predictable outcomes.
- Detailed information management to make pro-active decisions.
- Increased levels of staff performance, recognition, competencies and ultimately motivation.
- Direct link to the performance of employees and the training being provided.
- Set qualification of training per level in company also leads to increased effectiveness in recruitment.

Execution Requirements

The Effectiveness Company will:

- Employ a fully competent Field Training Specialist Team as the Client's brand values and staff profile.
- Cover the entire database, as supplied by the Client, conditional to budget and timing.
- Provide Hardware Technology support.
- Manage the Field Training Specialist Team as per our management methodologies.
- Design, implement and adhere to predetermined calling diary and roll out schedule.
- Compile and distribute weekly training statistics.
- Compile and maintain training material as per the Client requirements.
- Creation of a Training Calendar, in conjunction with the Client.

The Client will be required to:

- Supply all relevant product material in its current training format.
- Provision of any Training promotional items.
- Provision of Logistics (Venue, Catering) for any training days.



EFFECTIVENESS COMPANY

Po Box 32662, Kyalami, 1684
10 Monte Carlo Crescent, Block 31a,
Kyalami Business Park
Tel: +27 11 513 5300
Fax: 086 556 2602
www.effectivenesscompany.com