

Developing a Virtual Solution That People Want To Use
by Grant Cardone

Virtual online sales training, eLearning, and interactive web based training entered the scene roughly a decade ago to provide companies with high quality training at a lower cost than traditional training. The biggest issue until recently has been usage. A tool is made available, but it's not used.

After looking at what other companies had done with virtual training, their successes and failures, and surveying countless thousands of clients we found exactly what they not only needed, but wanted from virtual training. We didn't just discard everything others had done, we kept the best parts that worked and combined it with what people wanted it to do.

An interesting finding of our surveys was that training was not the request of organizations, what they wanted first and foremost was solutions — then training. So we created both, practical everyday solutions to ensure the virtual technology was 'sticky,' and also training to ensure they continued to grow.

Throughout this extensive research and development we now we have a tool that organizations don't just use to train, but use throughout their day to solve problems, stay motivated, get ideas and build confidence. That tool is Sales Training VT.

Comprised of short, modern sales approaches and solutions, Sales Training VT is specifically designed to prepare sales people for real world situations; before a transaction, to assist them during the sale, and coach in the event a sale is missed.

Sales Training VT contains all brand new content. Content that has been purpose built for the ever changing economy and the effect the internet has had on an ever changing consumer.