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Channel Partner Learning Solutions

The Internet has **revolutionized**
the capability of vendors
to educate multiple audiences.

revolution

The Internet has revolutionized the capability of pharmaceutical companies to educate multiple audiences.

Marketing on the Internet has **evolved** from “brochureware” to one-to-one personalized learning.

revolution
evolution

revolution
evolution
eMarketing

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The Internet offers today's Channel Program Managers the best opportunity to **impact every audience** they serve...

revolution
evolution
eMarketing
eTraining

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The Internet offers Channel Program Managers the best opportunity to impact every audience

with a personalized approach to **learning** about your programs, products and services.

revolution
evolution
eMarketing
Triage**e**Training

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with a personalized approach to learning about your programs and products.

**TriageTraining's —
Get with the Channel Program™
impacts top-line growth —
*Channel Partner recruitment &
retention.***

revolution

A sudden or momentous change.

It's about change...

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revolution

A sudden or momentous change.

There's been a **revolution**
in how companies sell
their products.

You can now conduct
marketing and
learning campaigns
simultaneously to
three distinct
audiences:

revolution

A sudden or momentous change.

**There's been a revolution
in how companies sell
their products.**

**You now conduct
marketing and
education campaigns
simultaneously to
three distinct
audiences:**

- **Channel Partners**
 - Executive Staff
 - Sales & Support Teams
 - Technical & Engineering
- **Corporate**
 - Sales and Support
 - Technical & Engineering
- **Consumers/End Users**

revolution

A sudden or momentous change.

*All of these
learning
strategies must
work together
in order to be
effective*

- Channel Partners
 - Executive Staff
 - Sales & Support Teams
 - Technical & Engineering
- Corporate
 - Sales and Support
 - Technical & Engineering
- Consumers/End Users

revolution

A sudden or momentous change.

Channel Partners

Changing Workforce ... Demanding Clients ... No Time, No Money

- **Self-Service Learning Plans**
- **Certification Paths**
- **Affordable alternatives = loyalty**

revolution

A sudden or momentous change.

Corporate

Use eLearning to Turn Your Employees into Trusted Advisors

- **Leverage learning investments - use courseware for internal training needs**
- **Retention and job satisfaction increases**
- **Must learn about your products and services**
- **Must continually adjust to selling in an ever-tightening market**

revolution

A sudden or momentous change.

Consumers/End Users

Help your Clients (Channel Partners) Help Their Clients

- **Training on-demand = freedom and control**
- **Fewest resources of all stakeholder groups to pay for trips to instructor-led workshops**
- **Loyal to your Channel when strong support programs enable them to successfully use your products**

“It’s not the strongest of the species who survive,
nor the most intelligent, but
the ones most responsive to change”

— *Charles Darwin*

*It’s about change, **adapting and specializing...***

*"It's not the strongest of the species who survive,
nor the most intelligent, but
the ones most responsive to change"*

What is success on
the Internet?

IT ISN'T ABOUT
BUILDING TRAFFIC

IT ISN'T ABOUT
DEMOGRAPHICS

*The Internet is
NOT a **broadcast
medium***

"It's not the strongest of the species who survive,
nor the most intelligent, but
the ones most responsive to change"

What is success on
the Internet?

IT ISN'T ABOUT
BUILDING TRAFFIC

IT ISN'T ABOUT
DEMOGRAPHICS

IT *IS* ABOUT
SPECIALIZING AND
ADAPTING TO
YOUR AUDIENCE

*"It's not the strongest of the species who survive,
nor the most intelligent, but
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What is success on
the Internet?

Revolutionary Idea #1:

IT ISN'T ABOUT
BUILDING TRAFFIC
CRM
IT ISN'T ABOUT
DEMOGRAPHICS

*You can deal with
massive numbers of
people on a
one-to-one basis*

**IT IS ABOUT
SPECIALIZING AND
ADAPTING TO
YOUR AUDIENCE**

*"It's not the strongest of the species who survive,
nor the most intelligent, but
the ones most responsive to change"*

What is success on
the Internet?

IT ISN'T ABOUT
BUILDING TRAFFIC
GWTP

IT ISN'T ABOUT
DEMOGRAPHICS

**IT IS ABOUT
SPECIALIZING AND
ADAPTING TO
YOUR AUDIENCE**

Revolutionary Idea #2:

*Get With The
Program™*

- Increase Partner acquisition and retention rates*
- Higher sales conversion rates at lower costs*

*"It's not the strongest of the species who survive,
nor the most intelligent, but
the ones most responsive to change"*

What is success on
the Internet?

*Revolutionary Idea
#3:*

IT ISN'T ABOUT
BUILDING TRAFFIC
PLM
IT ISN'T ABOUT
DEMOGRAPHICS

*CRM + GWTP™ =
Personalized
Learning
Management*

**IT IS ABOUT
SPECIALIZING AND
ADAPTING TO
YOUR AUDIENCE**

*"It's not the strongest of the species who survive,
nor the most intelligent, but
the ones most responsive to change"*

What is success on
the Internet?

Revolutionary Idea #3:

IT ISN'T ABOUT
BUILDING TRAFFIC
PLM
IT ISN'T ABOUT
DEMOGRAPHICS

*"Teach me only
what I need to
learn, in my own
time, on my own
terms"*

**IT IS ABOUT
SPECIALIZING AND
ADAPTING TO
YOUR AUDIENCE**

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Who is coming to your site?
What are they looking for?

*It's about change, adapting and specializing
for your audience...*

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*It's about change, adapting and specializing
for your audience's **special learning needs...***

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**GWTP from
TriageTraining
identifies learning
solutions for each
of your audiences.**

- **Channel Partners**
 - Executive Staff
 - Sales & Support Teams
 - Technical & Engineering
- **Corporate**
 - Sales and Support
 - Technical & Engineering
- **Consumers**

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CHANNEL PARTNERS

Strengthen your relationship with your most important stakeholders using “blended” education offers supported by eLearning.

- **Enhance workshops with Pre-event & Post-event online learning support**
- **Extend the presence & power of thought leader programs**
- **Recruiting & retention via strong communities of practice**

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CORPORATE

eLearning provides up-to-the-minute information with automated testing and reporting capabilities.

- **Info kept relevant & accurate. Content Development Investments maximized**
- **Consistent Product Training on-demand and in alignment with marketing programs**
- **Re-purpose brand collateral into Brand Training materials**

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CONSUMERS

*Engaging interaction
offers personalized
information and
instruction to all end
user audiences.*

- **Help your clients keep their clients loyal**
- **Support Issues are mitigatged with effective online learning offers**
- **High Touch/High Tech solutions**

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Get With The Channel Program

Powerful Channel Relationships

Instruction...Information

...Learning...Loyalty

...Performance...Profits

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