

# TRAINING SERVICES

## Customization

Customized sales training improves relevancy and leads to results.

Your business, industry, value proposition and products/services are unique and unlike others in your space. To maximize your return on investment, we can tailor our sales training programs to meet your specific needs. Increased relevancy, knowledge retention and higher adoption of new skills are just some the benefits.

Leveraging years of experience and a proprietary customization process, Janek's instructional designers can develop a fully customized solution that truly reflects your sales organization and strategically aligns with your business and training objectives. These tailored sales training programs allow participants the opportunity to work on scenarios relevant to their everyday environment making the learning experience comfortable and the skills easily implemented back on the job.

Items we typically customize include:

- Case Studies & Scenarios
- Content Examples
- Branding of Materials
- Integrated Content
- Role Plays
- Exercises & Activities
- Training Aides
- On-the-Job Aides

Here's a quick look at our Customization Process:

### Pre-Training Consultation

Janek's pre-training consultation is performed to gather essential data and capture the desired direction for your organization.

### Design & Develop

Janek's instructional design team will integrate the data collected in the pre-training consultation into the sales training curriculum.

### Review & Revise

Once the customized training curriculum has been developed, we will gain your insight and feedback to ensure it's "on the mark."