THIS not THAT – 3 ways to win more business with training.

Your customers want to get the most out of their software investments, but let's face it – Simply telling people how to use a tool isn't enough. And frankly, you don't have the time to do more. What if we told you that doing these 3 things differently – would that make all the difference?

Try THIS...

❤️

(1) Deliver training in small doses.
—
Short videos and guides make it easier for end users to consume and retain information.

👍

(2) Focus on jobs-to-be-done.
—
Delivering training based on end user roles and organization objectives means your end users will be more invested in the content.

🔥

(3) Meet end-users where they are.
—
Deliver training options and information where end-users already work. They're more likely to engage with the information if it comes through a familiar channel (email, Teams, etc.).

Not THAT.

👎

(1) Long, complex trainings.
—
End users are less likely to engage with a long-winded training that covers too much information.

😡

(2) Detailed product overviews.
—
Training focused on too many features without context are hard for end users to apply and discourage engagement.

😬

(3) Department- or org-wide meetings.
—
Cramming everyone into one room or meeting to learn all the ins-and-outs of a specific tool is unproductive and boring.

Bonus—Try THIS

Reinforce training with practice.

Offer end users a chance to practice the new skill and drive the message deeper.

Don't have time for that? We'll do it for you. Deliver turnkey training, and increase your per license revenue, with BrainStorm.

Chat with our experts