

**#SUCCESSFUL
CORPORATE LEARNING**
TWEET

**Profitable Training
by Optimizing Your Customer
and Partner Education Organization**

TERRY LYDON and MITCHELL LEVY

FOREWORD BY MARSHALL GOLDSMITH,
MOST INFLUENTIAL LEADERSHIP THINKER IN THE WORLD

BOOK 01

A THiNKaha® BOOK

#SUCCESSFUL CORPORATE LEARNING **tweet**

Book01

Profitable Training by Optimizing
Your Customer and Partner Education Organization

Book Excerpt

By Terry Lydon and Mitchell Levy

Foreword by Marshall Goldsmith



E-mail: info@thinkaha.com
20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

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Foreword by Marshall Goldsmith

This book is not just about how to be successful at running a training organization, it's about how to be more successful by becoming a learning organization. Build a better and more profitable business unit by using the tips in this book to challenge yourself, question your process, and improve satisfaction and results.

Marshall Goldsmith

2011 Most Influential Leadership Thinker in the world - Thinkers50

Section I: Know Your Market



Section I

Know Your Market

Knowing your market—who they are, what their needs and wants are—is the first thing you need to know in any business situation. Running a successful training organization is no exception. This section will help you figure out your internal and external target audience and how knowing this can create better opportunities for them (and ultimately, you).

23

If you are training technical users, they don't mind traveling. If you are training business users, you need to train locally.

24

Partners are much more open to virtual and off-hour training—which translates to billable heads that they don't lose revenue on.

25

Create multilingual programs to truly touch your audience.

26

Does your competition bundle training with their products and services?

27

What types of margins are your competitors experiencing?

28

Focus more on facilitation and less on lecturing or reciting facts and figures.

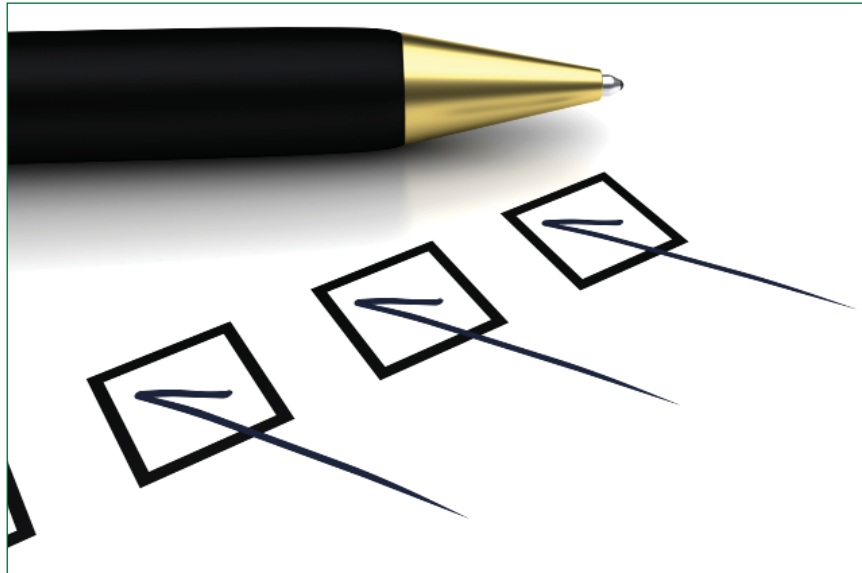
29

Subscribe to blogs, Twitter feeds, etc., of experts in the field, and pay attention to the trends and legislation that will affect you.

30

Delivering learning opportunities tailored to your audience's needs, wants, and desires will put you above your competition.

Section II: Document Your Business



Section II

Document Your Business

Document, document, document.

Documenting your processes, business models, and goals, is not only cathartic, but it will also help you streamline your activities and set the stage to be a better communicator. In many cases, including running a profitable training organization, a significant component of success is effective communication.

37

Understand every aspect of your cost structure. Are there areas that can be pruned?

38

Save revenue by keeping track of your fill rate on upcoming classes so you know which ones to cancel due to low enrollment.

39

Know your break-even number for each class, including all expenses and discounts. Then set a correct min. # of seats before cancelling.

40

Tie training records to customer records in your CRM. This allows you to compare support cases for trained versus non-trained customers.

47

Consistently deploy
customer service reports,
roll-up results, and incent
based on success.

48

Customers value training and are willing to pay premium rates for quality training material. It's important for you to document that.

49

You'll always have winning conversations with Finance. They would love to help you track your P&L to help maintain high margins.

Section III: Automate Your Business



Section III

Automate Your Business

Many training tasks are repetitive and can easily be automated (e.g., scheduling). Automating these processes will not only ensure that they get done consistently and on time, but it will free you up to do more important activities.

61

Add a URL for class slides in your survey thank-you emails—it'll increase responses and save you from having to send slides to students.

62

Avoid spending several hrs/month reconciling training revenue with Finance—collect info throughout the month & evaluate month-end needs.

63

Partner depts. like to give discounted or free training to partners. Work with them to create a program that you can track and report on.

64

For some companies, on-site classes make up over 50% of the delivered classes. Invest in a process & system to streamline this activity.

69

Send automated confirmation of courses as well as student reminders two weeks and two days ahead of time.

70

Create an automated reminder schedule alerting instructors of upcoming courses to set their calendars and update their content.

71

Customers won't see all automations (e.g., the kickoff and loading of virtual machines using VMware), but they still are a must.

72

Start thinking of yourself as bigger than you are. Use great tools to manage your business and compare yourself to the industry leaders.

Section IV: Various Ways to Market



Section IV

Various Ways to Market

It's important that every person and technology that can be used to market your training service is put to use. In addition to your sales force, employees, and partners, there are tons of different tools you can utilize to market your services. This section gives tips on how to use them to your advantage.

79

Make it the goal of your social networking to develop the expertise of your followers (i.e., not just marketing mumbo-jumbo).

80

Keep email communication concise by using links to details in the body. More people will read and you'll get fewer calls—win-win!

81

Experiment with web, email, loyalty programs, print media, strategic partnerships/channels, direct mail, trade shows, telemarketing, etc.

82

Offer incentives to get employees to help market your program.

107

Go into LinkedIn Groups relevant to the industry you're targeting to drive more traffic back to your site.

108

Put a great sales motion in place (e.g., trial to conversion) and then increase the leads into the funnel.

About the Authors



Terry Lydon, VP of Product and Services at Rainmaker Systems, has spent the last thirty-five years helping customers, partners, and employees learn how to use and become more productive with their company's product and service offerings. Just getting someone to simply use their products was not enough. Terry strived to make them more efficient in their jobs so that they could focus on more strategic areas of their businesses.

In 1999, Terry and two of his colleagues founded ViewCentral. ViewCentral created the first Software as a Service Learning Management System with a focus on external training. It was built for self-service, allowing their customers to control and manage systems on their terms and timelines.

In 2006, Rainmaker Systems acquired ViewCentral. Since that time, Terry has continued to manage the ViewCentral business as well as provide Technical Support and Education Services for all other product lines.

While managing Education departments for several companies provided Terry with some very valuable experience, his experience working with thousands of customers implementing his company's product has been priceless.

Critical Skills All Learning Professionals Can Put to Use Today



Mitchell Levy is the author of twelve business books and the CEO of the independent publishing house Happy About. After earning his MBA from the College of William and Mary, he spent thirteen years working for corporations in IT, Finance, and Operations. He then spent eleven years as an entrepreneur creating thirteen companies and strategic partnerships, including Happy About in 2005. During this timeframe, he created over seventy courses at various universities, online learning courses, and booked over 500 speakers at large-scale conferences.

Mr. Levy is also partner of the physical networking firm CXOnetworking and sits on the Board of Directors at Rainmaker Systems (NASDAQ: RMKR). Previously, he created four executive education programs at two different Silicon Valley Universities, was the conference chair for four Comdex conferences focusing on business executives at medium-to-large sized enterprises, has contributed to and written over 100 articles, and given over 250 speeches on e-commerce and business.

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“#SUCCESSFUL CORPORATE LEARNING tweet Book01” can be purchased as an eBook for \$11.95 or tradebook for \$16.96 at <http://bit.ly/SCLtweet01>² or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

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#SUCCESSFUL CORPORATE LEARNING TWEET

Follow the Path to **Profitable Training** -
Achieve, or Enhance, Your Great Results!

Sample Ahas from the Book

Aha #3: In "Geoffrey Moore" vernacular, you can't expect customers to cross the chasm because you push them. They have to be ready.

Aha #30: Delivering learning opportunities tailored to your audience's needs, wants, and desires will put you above your competition.

Aha #79: Make it the goal of your social networking to develop the expertise of your followers (i.e., not just marketing mumbo-jumbo).

Aha #140: Run training like a business. Keep an eye on expenses, incent your sales team, and delight your customers.



Terry Lydon, VP Product and Services at Rainmaker Systems, Co-founder of ViewCentral, has spent the last 35 years helping customers, partners, and employees learn how to use and become more productive with their company's product and service offerings.



Corporate visionary, acclaimed speaker, prolific business writer, and CEO of publishing house Happy About, **Mitchell Levy** (@happyabout) finds himself frequently called upon for his strategic expertise, big picture thinking, and extensive business networks.

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