

# Adobe® Connect™ for sales training

## Best practices for delivering engaging eLearning to a global sales force

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Sales managers worldwide are tasked with quickly creating, modifying, and delivering training to globally dispersed sales teams in the timeliest, most efficient manner possible without interrupting the natural flow and cycle of the sales process. eLearning solutions delivered using Adobe Connect provide sales managers and trainers around the globe with a powerful, efficient platform to achieve these objectives. Learn from the following best practices which have enabled globally-focused companies to improve sales figures, increase productivity, and keep sales forces focused and sharp through eLearning solutions powered by Adobe Connect.

### Leverage knowledge experts and create dynamic, up-to-date training assets

In order to ensure that time-critical insights are available to sales teams, content must be created in a timely way and often tailored for different markets, geographies, segments, and channels. Adobe Connect is an intuitive, flexible solution for rapid, efficient creation of eLearning and training content.

Adobe Connect enables subject matter experts themselves to easily create and deliver engaging training content by leveraging Adobe plug-ins with familiar tools such as Microsoft PowerPoint. Knowledge experts can generate engaging content, including narration, animation, simulations, branching scenarios, randomized online quizzes, and more—without programming.

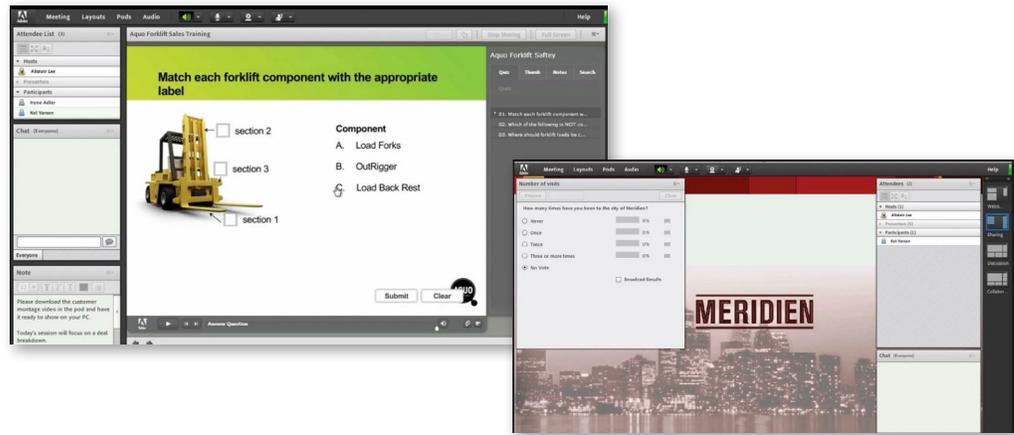
For organizations with geographically dispersed staff, the ability to adapt and repurpose existing content can mean huge savings in time and resources. Now, managers and content developers can modify training content for new or changing product lines, customize it for specific geographic and market needs, and even provide education to global audiences in their native languages for a more impactful, relevant experience.

### Customize training to fit the schedule, location, and work-style of sales teams

A highly effective sales training solution needs to enable participants to explore and share complex ideas in the most convenient, efficient and engaging fashion. This way, sales teams can quickly internalize key concepts and get back to the field to apply them.

Adobe Connect gives sales managers and training professionals a reliable and powerful way to reach field staff online with important, timely information and continuing education. Adobe Connect users need only a web browser and Adobe Flash® Player software—already installed on virtually all Internet-connected desktops worldwide—to access live and on-demand presentations and meetings from virtually any computer or mobile device anywhere in the world. By contrast, many other webinar solutions, including WebEx®, require a client download to join a training session which can make it difficult for users in locked-down IT environments to join.

The flexibility of Adobe Connect enables sales managers and their teams to maximize productive time. Using the Adobe solution to meet virtually in real time—regardless of location—staff can discuss important or time-sensitive subject matter just as they would in an on-site meeting or seminar. In addition, because a salesperson's schedule is often determined by the needs of prospects and existing clients, attending a scheduled live session may prove difficult. As such, Adobe Connect enables the same rich training content to be deployed in both live or on-demand formats.



Using Adobe Connect, training teams can create and deliver an array of live and on-demand eLearning presentations to reach global employees.

*“The success we’re having with Adobe Connect is prompting a much wider rollout of web-based training across the organization.”*

Rob Hennigar  
 Director of education,  
 The Academy of Wine, a division of  
 Constellation Wines N.A.

*Read the full story*

Adobe Connect provides recorded, on-demand content nearly identical to the live sessions, as all hands-on components such as quizzes, simulations, links, attendee listings, and content available for download remain interactive in the recording. Sales personnel who are unable to attend live sessions can conveniently and reliably access the content—helping to ensure that time-critical information is delivered effectively, and in a consistent fashion, to each member of the team.

Whether on the road, in the office, or at home—and regardless of device and Internet bandwidth constraints—sales professionals can leverage an Adobe Connect eLearning environment to access important information at their convenience, maximizing productivity and meeting both sales and continuing education obligations.

## Create engaging, interactive eLearning solutions

Corporate sales trainers can leverage the principles of broadcast media to create content and a learning environment that engages all types of audiences. eLearning for sales training should combine the best of in-person interactive sessions with the flexibility and innovation of an online environment.

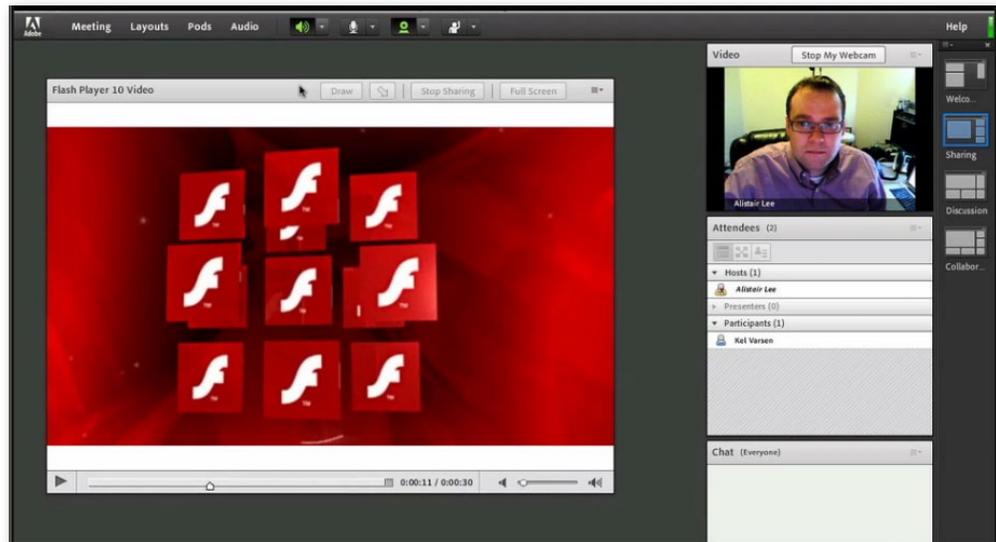
Adobe Connect enables efficient demonstrations of complex ideas, keeping learners engaged through rich and interactive content that can include high-quality video and interactive presentations shared from within the Adobe Connect meeting environment.

In addition, training managers and presenters can completely define the learner experience to maximize engagement and efficiency. The rich functionality of Adobe Connect allows them to easily switch between layouts, use breakout rooms to focus discussions within a virtual classroom, and arrange the overall flow of training content for greater interaction and better retention of information.

Equally as important, Adobe Connect features always-on meeting rooms with persistent URLs which preserve prior interactions, preferences, and layouts, including training content that can be set to follow a predetermined schedule. This allows trainers to quickly reuse a classroom without advanced preparation, or immediately pick up where a previous session ended. Conversely, many other webinar solutions, including Webex, require training organizers to create a new meeting room for each instance, which takes up valuable time and essentially stymies any momentum gained in previous sessions.

## Create an eLearning curriculum, not just a folder of presentations

Customizing content makes it easier to create and manage curriculums for sales teams, enabling leaders to better manage the progress and growth of their staff. With Adobe Connect, trainers can create and manage specific curriculums for sales teams and enroll users or groups in courses, curriculums, and virtual classes. Learners can log in to view their assigned training and easily track their individual progress through personalized learning paths.



Adobe Connect interactive features such as live polling, real-time chat, integrated audio, and video vignettes help to maximize the learning experience.

#### Leverage Adobe Connect

Adobe Connect for sales training enables organizations to rapidly create, deploy, and track engaging virtual and on-demand training across globally dispersed sales teams—maximizing efficiency and cost effectiveness without interrupting sales schedules.

The Adobe solution integrates seamlessly with corporate LMS solutions and other enterprise applications, enabling managers to maintain a summary of who's attended particular sessions, and assess course effectiveness with robust, customizable reports that provide a meaningful overview of learner progress. Slide-level and question-level feedback indicates where revisions are needed.

As a result, training and sales managers can take a more strategic, targeted approach to training to the benefit of their staff. The ongoing, interactive training curriculum helps make the most of sales professionals' time, delivering information and allowing them to focus on what they do best—sell—while still acquiring the advanced knowledge and skills required to help them do their jobs more effectively.

### Optimal sales training for maximum sales results

Sales organizations of all sizes, spanning a variety of industries and verticals, choose Adobe Connect to realize substantial improvements in sales force productivity, cost savings, revenues, and other important performance factors. Rather than piping massive amounts of information to sales staff, training and sales managers around the world use Adobe Connect to efficiently reach global audiences with pinpointed, customized eLearning content that is both engaging and impactful without creating conflicts of schedule or other obstacles to keep salespeople out of the field.

#### For more information

[www.adobe.com/products/adobeconnect](http://www.adobe.com/products/adobeconnect)

[www.adobe.com/resources/elearning](http://www.adobe.com/resources/elearning)



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