

3g Selling

The next generation of training



Module 1 - OM (Breakout Session Review) - Adobe Connect

Meeting Layouts Pods Audio

Module 1 - OM.pptx

Draw Stop Sharing Full Screen

Chat 3 (Everyone)

Host 4: What can we do to impact the buying process?

Heather Simmons: Bringing in new solutions to challenge the current solutions in place.

Martha Wynne: Always try to identify the key stakeholders and build strong relationships

Grace McSwan: Influence the customer's perception that they are better off buying than not buying.

Liz Abbott: Business benefits and industry references

Jason Seyher: Project the values that will bring value to their team. Echoes with the hidden agenda/values they are looking for.

Lisa Lopez: Influence different levels by our value, solutions.

Shawn McEnergy: Engage other members of the buying process

Team Breakout Session

REPORT BACK

What can we do to impact the buying process?



3g Selling
 Santa Rosa, California
www.3gselling.com

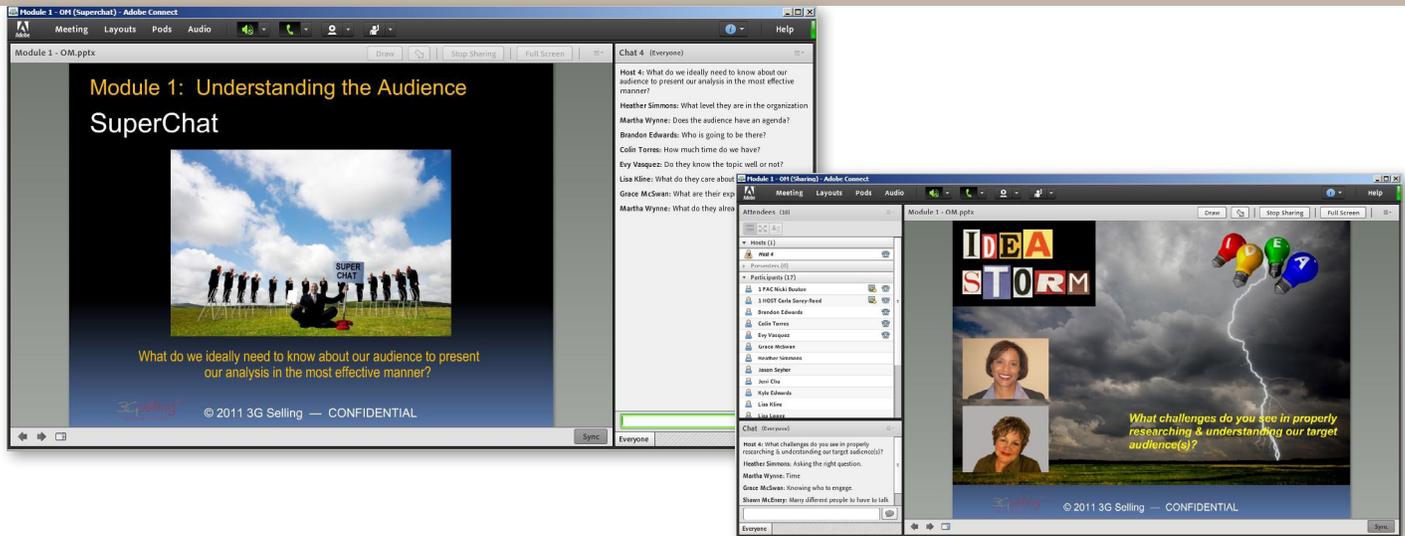
Innovative sales effectiveness training firm uses Adobe® Connect™ for eLearning to revolutionize traditional training for global professionals

Changes in highly competitive markets such as technology, healthcare, and education have prompted companies in those industries to re-evaluate the way they deliver training and continuing education services to their employees and partners.

"Because many companies have employees dispersed worldwide, a physical classroom-based training program has become excessively expensive, inefficient, and ineffective," says Martyn Lewis, Founder and Principal of 3g Selling. "Companies are eager to find more innovative and efficient ways to train, and we're here to enable them to make that transition successfully."

Relying on more than 20 years of sales training success and innovation, leading live virtual training firm 3g Selling is helping companies transition to virtual, instructor-led training. Using Adobe Connect, 3g Selling offers live, virtual training programs that leverage the web to deliver a truly engaging and transformational training experience for participants around the world. The customizable sales training programs enable its clients to achieve superior sales results—all while eliminating travel costs and valuable time away from the office.

3g Selling is revolutionizing sales training using Adobe Connect. Produced like television or radio broadcasts, 3g Selling sales training features live video and audio, presentations, scheduled breakout sessions, and interactive elements such as chat and whiteboards that take learner engagement and content retention to new heights.



Challenge

- Reducing travel times and expenses of classroom-based training
- Improving retention of sales training information by participants
- Creating an innovative training model that promotes interactivity and learner engagement

Solution

- Leverage Adobe Connect to provide virtual, live, instructor-led sessions that engage participants similar to television or radio productions
- Use various layouts and pods in Adobe Connect to deliver pre-recorded video, audio, and presentations for a structured yet free-flowing learning experience
- Utilize persistent meeting rooms to create a consistent, continuous eLearning curriculum

Benefits

- Held more than 600 live broadcast sessions in 18-month timeframe
- Delivered compelling live virtual training modules for 100% of the company's largest clients
- Reduced travel times and costs associated with on-site training
- Enabled more reliable, easier access to engaging training through mobile or desktop devices, regardless of geographic location
- Created a unique live, virtual training model that blends television production concepts with traditional sales training concepts
- Increased knowledge retention for participants through collaborative, virtual training model

Broadcast media experience transforms training

For years, 3g Selling cultivated proven selling techniques and thought leadership, and imparted its expertise to thousands of sales professionals who represent some of the biggest names in industry. As the company began migrating away from traditional on-site seminars and into the live virtual realm at the behest of its clients, the company found many online solutions to be restrictive and incapable of engaging training participants in any meaningful way.

"The use of Microsoft PowerPoint presentations and the environment of other web-based solutions didn't spark the interaction and participation among attendees that we'd hoped for," says Lewis. "Participants were often distracted by e-mail or other work activities during the broadcast, which showed prominently in follow-up assessments."

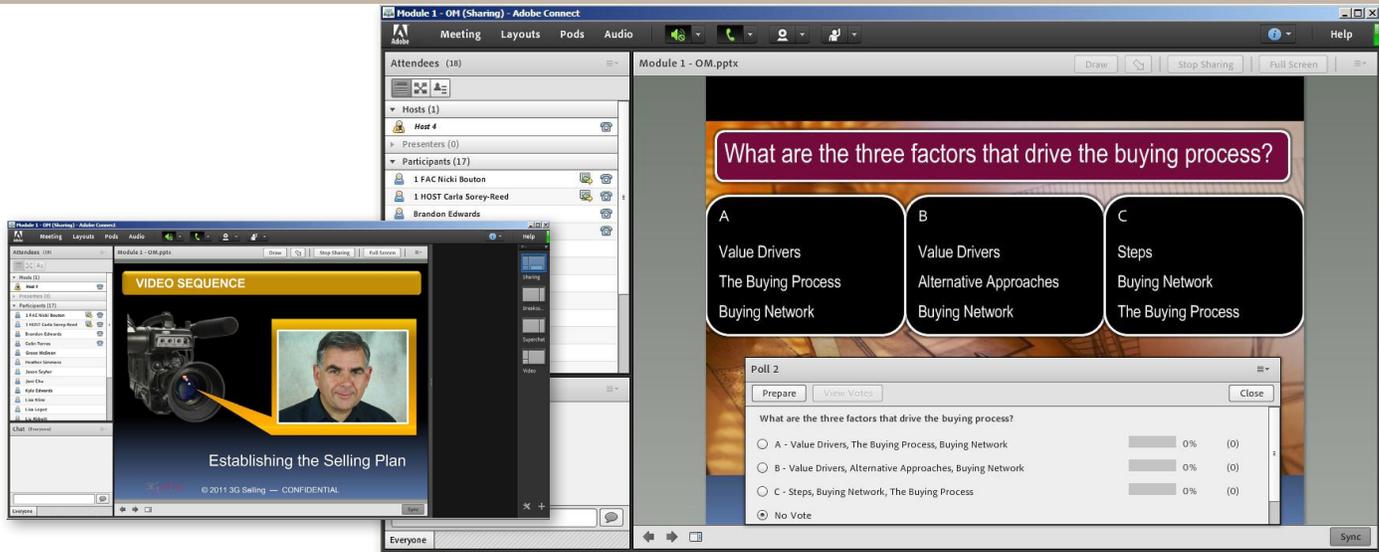
After evaluating various options, 3g Selling adopted Adobe Connect to support an innovative eLearning experience that marries the principles of television broadcast production and traditional sales training practices. "Television and radio have a way of captivating audiences, across various types of content. The imagery, activity, and interaction of broadcasts are what draw people in," Lewis says. "Adobe Connect enables us to achieve the same dynamic environment as media broadcasts by delivering top-quality video, live interaction, rich multimedia, and online quizzes to participants everywhere. The combination of innovative technology from Adobe and engaging content commands attention and captures the imagination of the audience."

From a central studio in Walnut Creek, California, 3g Selling produces broadcast-quality, interactive training sessions delivered to participants on their computers or mobile devices. For each production, there is a host, a subject matter expert (SME), and a producer in charge of making things run smoothly. "With Adobe Connect, we produce seventy-five minute programs that include dynamic content ranging from pre-loaded high-fidelity audio and video vignettes to breakout sessions," Lewis says. "The Adobe Connect real-time chat and whiteboard collaboration capabilities take interactivity and idea sharing to a whole new level."

Class sizes are limited to 22 attendees to help ensure quality and participation. Moderators use the attendee management function in Adobe Connect to actively monitor a list of attendees and see real-time interaction histories for each participant to make sure all who attend add to the conversation.

Another level of interaction is created in sessions when participants divide into groups and discuss a topic using breakout rooms. "Adobe Connect allows attendees to engage in more intimate, smaller-scale discussions. Conversations and ideas in the breakout rooms are recorded and can be easily dropped into the main conversation so everyone can see the varying opinions and comments, which fuels richer, more in-depth discussions and subject exploration," Lewis says.

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“We love the flexibility Adobe Connect provides. It gives us full control over our content, so we can manipulate it however we want to keep conversations lively and interactive.”

Martyn Lewis
Founder and Principal,
3g Selling

The session moderator can reach out via live, private chat to individuals to solicit opinions and contributions to the conversation. The flexibility of Adobe Connect enables session hosts to display existing video or presentations on screen while participants speak or dynamically change layouts for greater depth and richness in the conversations.

Richer engagement, superior retention

For 3g Selling, Adobe Connect provides significant advantages over other online solutions the company evaluated. First, the solution leverages the free Adobe Flash® Player software, enabling participants to access the sessions from virtually any location or device, instead of having to download additional software or plug-ins that can hinder performance or may violate a company's security policies. Eliminating the need to involve clients' IT resources and overcoming security limitations helps the company extend the reach of its programs to new clients and grow its business.

In addition, training producers can use the persistent meeting rooms in Adobe Connect to standardize a training program ahead of time while providing a customized experience for each client and every session. “Prior to a training session, we upload training files—videos, presentations, case studies, and more—in a particular order, which follow a pre-determined schedule, much like a television or radio show.” Lewis says. “We love the flexibility Adobe Connect provides. It gives us full control over our content, so we can manipulate it however we want to keep conversations lively and interactive.”

As a session concludes, hosts can assign homework for participants based on their specific interactions. Lewis calls this the “drip-feed” concept, in which training participants take one or two lessons away from the session and put them immediately into practice in their daily jobs. Using the persistent meeting rooms in Adobe Connect, the group can reconvene in the virtual classroom the following week to share experiences and best practices.

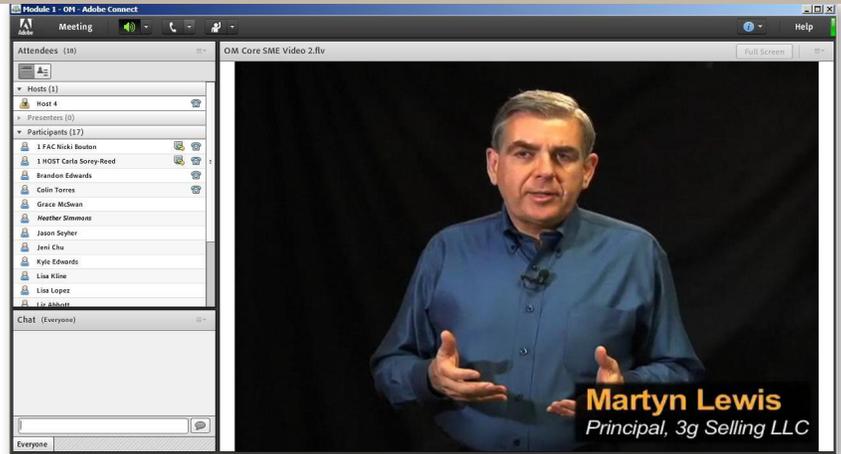
“Typically, online meetings are less than ideal for facilitating discussion, which is a key component of effective training,” Lewis says. “However, we have found that by using Adobe Connect we can foster a truly collaborative and interactive environment that has a profound impact on the way people learn and apply concepts, both in and out of a training session.”

Over an 18-month period, the company delivered more than 600 unique virtual, instructor-led training programs for clients. Lewis says that 3g Selling has achieved superior results delivering training programs online with Adobe Connect versus a live classroom setting. “In addition to the time spent participating in training sessions, the travel to and from the event adds even more time, cost, and effort,” Lewis says. “With Adobe Connect, we eliminate distractions and expenses so people are now free to participate in lively, interactive training sessions—from the comfort of home or from any computer—to get more out of their experience.”

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Toolkit

Adobe Connect for eLearning

With traditional classroom-based training, the end of a session usually signifies the end of a program and leaves little opportunity for valuable feedback and assessment. Using Adobe Connect, 3g Selling has created a curriculum in which participants absorb information in more consumable increments on a continuing basis to promote better engagement and information retention. "For example, with this approach participants could receive training in a set of seventy-five minute sessions every week for four months, instead of a fire-hose of information, five days in a row," Lewis says. "This arrangement eliminates distractions and unnecessary expenses, while creating a format for follow-up conversations, training, and ongoing assessment that weren't possible before. Simply put, it changes the entire curriculum."

For more information

www.adobe.com/products/adobeconnect



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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