



# Why Should You Buy E-Learning?

Sales and Marketing People	Benefits
To give you confidence to talk to retailers, especially line of business people	Convert prospects more easily, sell more business
So that you understand and use retail terms and the right language with potential customers	Sell it more profitably
Account Managers can develop the right script to get appointments	Build a pipeline more easily
Plan and execute a sales campaign more effectively	Do it faster
So that you understand how to justify your proposals to retailers by knowing how retail execs are bonused and their performance is measured	Get new hires get off to a much faster start
So that you can identify the right people to sell to in a retail company by understanding how retailers are structured and organized	Get there faster
So that you know what will interest retailers and can develop the right messaging	Get there faster
So that you can sell more to retailers	Make their goals and more commission
To increase the retail knowledge and confidence of sales teams so they sell more confidently and professionally	Increase sales
To make sure sales people can cost justify their proposals to retailers, pass Capex scrutiny and sell more profitable deals	Increase sales

Senior Management	Benefits
You can train people when they need it and you don't have to wait for sufficient numbers for a classroom course. This means people start to sell more and be more effective sooner	Do it faster. Get new hires off to a better start.
It is more cost effective than classroom training, especially when you take into account the lack of travel and lodging expenses and the use on non-prime selling time	Reduce costs
To ensure sales people engage at the right level in a retail organisation and with the right execs so they sell more easily and get bigger deals	Increase sales
They can learn about retail in privacy and won't embarrass themselves asking "stupid" questions in front of colleagues	Do it more confidently
So they can study at their own pace – go over topics that are new to them in detail and whizz through the parts they are familiar with	Do it more thoroughly and sell more business
You can go back and recap on key topics when you need them, e.g. to prepare for a call or sales meeting	Convert business more easily