

Best Practices for Running Contract Training Programs Effectively and Efficiently

LERN & Augusoft
May 5, 2011



Today's Agenda

- LERN Best Practices for Contract Training
- CT Process Flow/B2BII Feature Alignment
- Tools to Support LERN Best Practices
 - Augusoft Lumens[®] B2BII
 - LERN CT Tool



#1. Size Does Matter



#2. Numbers Are Your Friends!

Income	\$ _____	100%
Promotion	\$ _____	0-5%
Production	\$ _____	35-40%
Direct Costs	\$ _____	40%
Operating Margin	\$ _____	60%
Administration	\$ _____	25%
Net	\$ _____	15%



#3. Salespeople Are a MUST



#4. Pricing For Profit

**Market
Pricing**

3 Options

**Price
Breaks**

**What About
Materials?**



**\$5,000 X 2 =
\$10,000**

#5. Collect Data

- Salesperson
- Company
- Industry
- Category
- Contract
- Contract Generated
(Repeat, Referral, Cold)
- Discussion Started
- Contract Date
- Contract Price
- Participants
- Instructor Cost
- Development Cost
- Materials Cost
- Other Cost
- Quality
- Cancel
- Leads
- Prospects

Contract Benefit & Promo/Sales



#6. Benchmarks

- Operating Margin: 60%
- Cancel Rate: 5%
- Quality & Service: 4.2+
- Repeat 50%, Referral 25%, Cold 25%
- New: 20%
- Lead:Contract Ratio: 4:1
- Salesperson: 6-20 x Salary

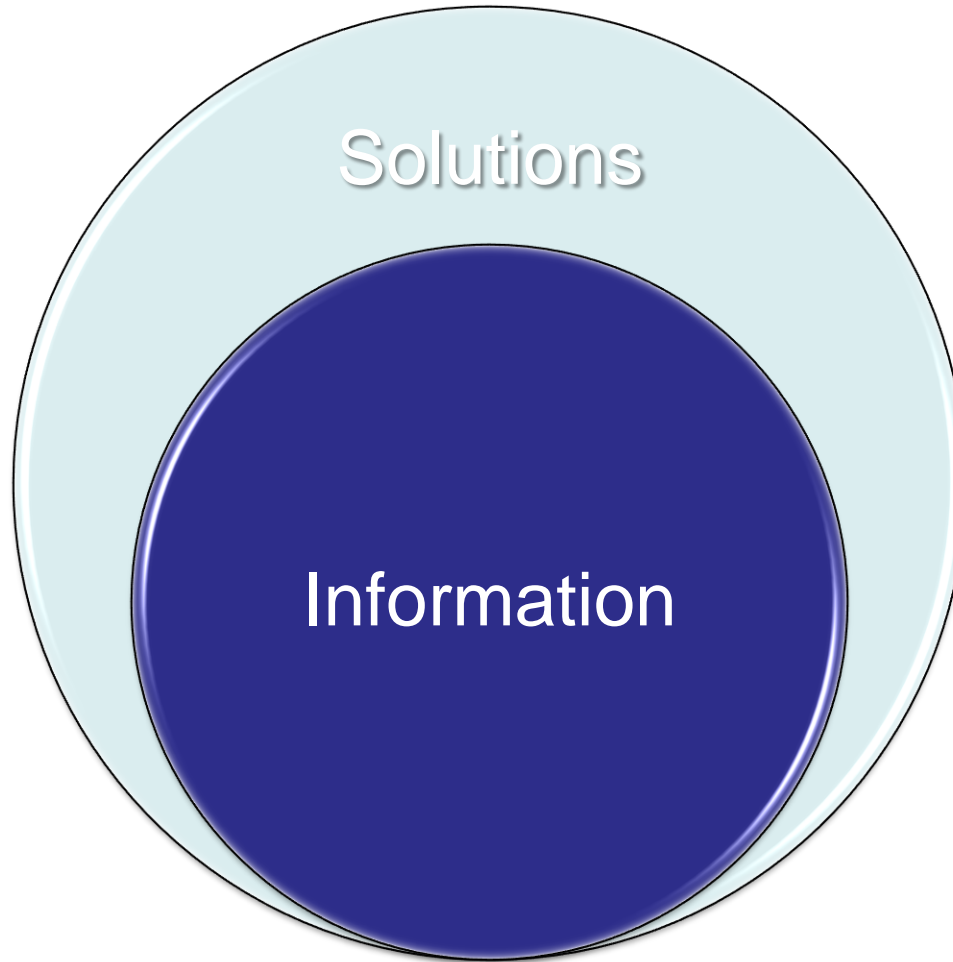


#7. Development

- 3 years ahead
- 20% new
- Product, audience, delivery method
- Beating the competition
- 10% of projected operating margin
- CT staff do not build curriculum

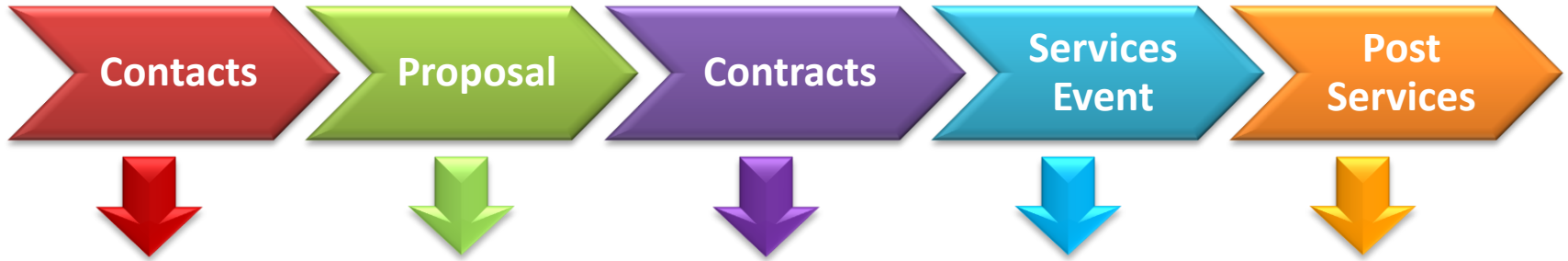


#8. From Information to Solutions



CT Process Flow

B2BII Feature Alignment



- CT**
- Contact Log
 - Company Profiles

- Track Class Activity

- B2B**
- Company Divisions

- Manage Proposals
- Manage Estimates

- Manage Client Contracts
- Manage Instructor Contracts
- Manage Vendor Contracts
- Manage Funding Sources
- Approval Tracking
- Collect Deposits

- Track Delivery Logistics
- Indicate Resources Used
- Assign employees to classes

- Track A/R
- Post Client Payments
- Post Instructor and Vendor Payments
- Collect and Record Receivables
- Data Analysis and Reporting

- B2BII**
- Billing Address
 - Contacts

- Accounting Codes for revenue
- Add/Edit/Clone CT Class in PM
- Contacts linked to Co Profile
- MISC Taxes
- Logistics linked here

- Add/Edit /Clone CT Class in CM
- Flexibility in posting to A/R

- Enhanced assign students functionality
- Enhanced logistics functionality

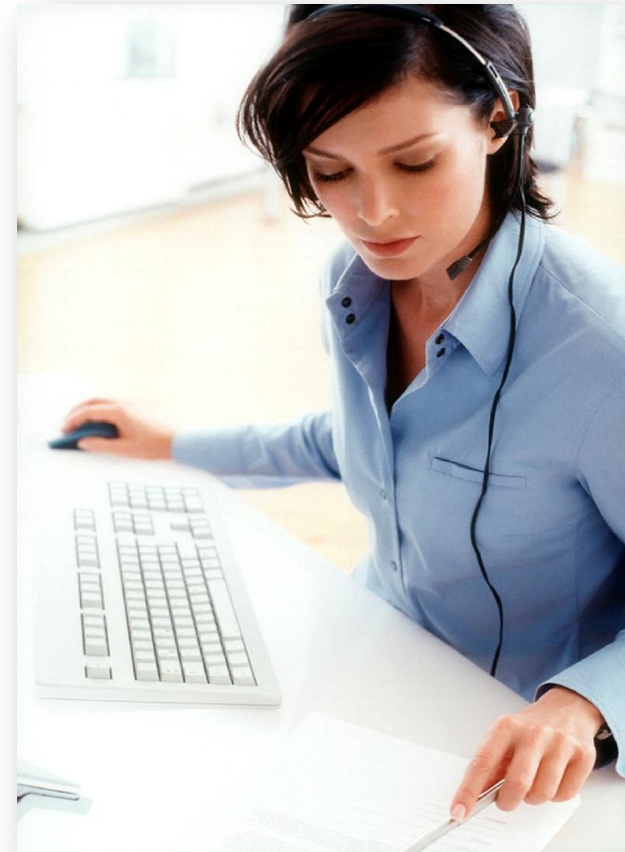
- Invoice Company



#1. Size Does Matter

B2BII Features

- Streamlined data entry
 - SFDC to B2BII
 - Course/Classes in PM
 - Clone Proposals, Classes
 - Proposal Conversion



#2. & #5. Numbers Are Your Friends! & Collect Data

B2BII Features

- Data captured in data base
 - Cost
 - Price
 - Class Data
 - Contract Item Data
 - Company Data



#3. Salespeople Are A Must!

B2BII Features

- SFDC Sync
- Proposals
- Document Editor



#4. Pricing for Profit

B2BII Features

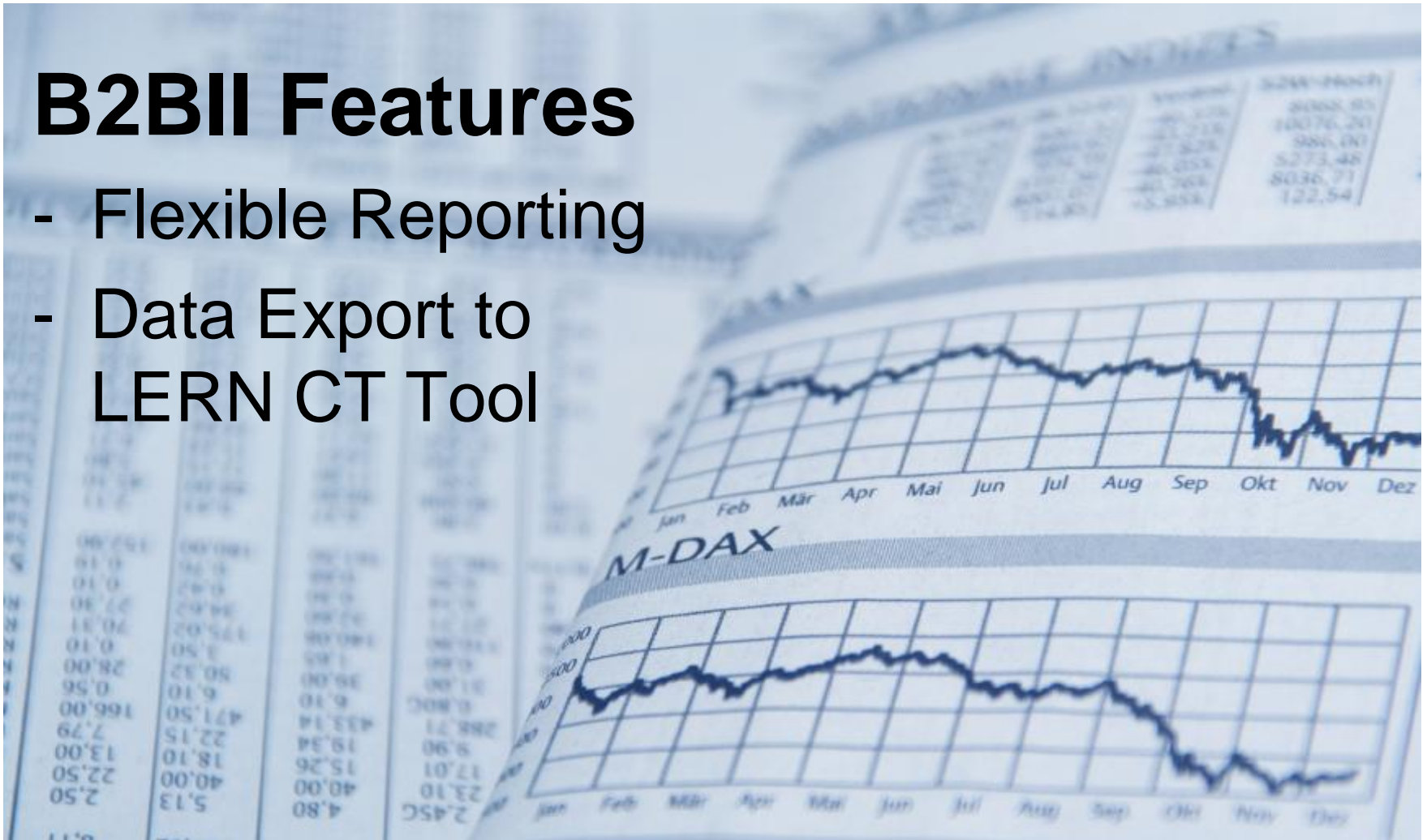
- Proposals/Contracts
 - Cost/Price Fields



#6. Benchmarks

B2BII Features

- Flexible Reporting
- Data Export to LERN CT Tool



#7. Development

B2BII Features

- Course/Class Data
- Company Data



#8. From Information to Solutions

B2BII Features

- Contract Items
- Vendor Profiles



LERN's Contract Training Tool



Thank you for attending!



Greg Marsello

Vice President of Organizational Development

LERN

(800) 678-5376

info@lern.org

Leslie Larrabee

B2B Product Advisor, Augusoft, Inc.

Executive Director, California Corporate College

(760) 832-8271

leslie@cacorpcollege.com

