

PRODUCT EVANGELISM & READINESS TRAINING



	Collateral	Tracking	Live Onsite Training	Live Remote Training	On-Demand	Follow-up & Refresh	Surveys & Knowledge Checks	ROI
Motions	Custom collateral for your product or organization	Custom CRM to load sales people and track training progress through various stages	CSG resources travel to your location for real time, face to face training	Live video training available to connect remote locations to CSG resource	Sessions available on-demand for repeat viewing or deliver to incremental resources at scale	Sessions available on-demand for repeat viewing or deliver to incremental resources at scale	Trainer feedback solicited from classroom to assess trainer effectiveness	Analysis of sales uplift pre/post training
Metrics	100-400 level curriculum	# trained, level of training, verbatim trainer feedback	# of reps trained per session Effectiveness of session	# of reps trained per session Effectiveness of session	Attendee Engagement Level	Attendee Engagement Level	Training delivered to trainer management for delivery, feedback Attendee comprehension of materials	% growth against baseline
Results	Custom Content	Performance insight	Your product or initiative front and center with a dedicated sales force	Live Attendee Polls & engagement	Resources train anytime, anywhere via cloud	Resources train anytime, anywhere via cloud	Deeper audience engagement	Increased sales traction with product or initiative