



Innovations in Product Training: Strategies for Success

By Debra J Smith

iUniverse, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Visualize a typical product-training program: large audiences, death by PowerPoint, and attendees secretly texting away on their cell phones. And the managers? Well, they have left the room. The truth is that adults (such as salespeople!) do not learn, much less retain, information presented to them using passive (thus boring!) training methods. Adequate training does not necessarily mean adequate content: many product training programs offer abundant and excellent product training material. The way that people are trained-that is, the strategic approach to behavioral modification-is as important as what people are trained on. Thus, a paradigm shift in training strategy may be indicated by introducing innovative learning techniques into the product training environment. After reading this book, you ll be able to take steps to Use blended learning principles in a holistic approach to increase learning retention Make use of the most innovative training techniques Harness the power of Adult Learning Theory Maximize learning using a small group setting Learn how to use real-life case studies to enhance learning And much more! If you are still under the impression...



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