

Benefits of Online Training

A TelSpan Worldwide Conferencing White Paper

Introduction

In today's world, training is more critical than ever. Associations provide training to their members to provide added value, often with continuing education credits, and to retain and grow membership. Corporations and other organizations find training to be more and more critical as the pace of change in the world, particularly with technology, continues to advance. Training encompasses education, Human Resources training, sales training, new product and service rollouts, software and other technology training, and so much more. How can your organization keep up with your training needs, bringing information to those who need it in a timely, yet cost efficient manner? Perhaps the answer is online training. Online training is easily accomplished through today's web conferencing and streaming services. Your attendees can attend your training sessions from their home or office; anywhere they have a computer and an Internet connection.

Why should you consider online training?

There are four main reasons to consider a program of online training:

1. **Reduce Costs**

When you consider the costs involved with live training, online training begins to seem like a no-brainer. Facility and audio/video equipment rental costs, travel and hotel expenses, and meals and refreshments for attendees all add up. In addition, consider the value of the time lost to the attendees, your employees or members, as they travel to and from the training session. Online registration and web conferencing are very inexpensive, and allow your attendees to attend from almost anywhere.

2. **Expand Reach**

When your training is live, your audience reach is often not what you would desire. Some potential attendees cannot afford the travel or to be away from the office. For others it is just simply inconvenient to attend, particularly if the training site is not centrally located to them. When you make your training and education program virtual, your potential audience suddenly becomes worldwide. Someone across the country can attend for the same cost and time as someone in the next office. Implement virtual training and watch your attendance rates soar. Archiving your sessions for future viewing will help you to expand your reach even further.

3. **React Quickly**

How many times has an issue come up suddenly that you need to communicate to your members or employees quickly? When a law or regulation changes, a crisis erupts, or a new product must be quickly rolled out to gain or retain market share, time is of the essence. The time lost in planning to get your constituents together for live training can cost your organization dearly. Having a virtual system at the ready for these communications can allow your organization to react quickly, almost instantly in these cases. Bring your members up to speed on the latest information before your competitors do. Bring your new product or service to market first. Arm your audience with the knowledge they need to make them the most knowledgeable and up-to-date in their industry, before anyone else.

4. **Integrate Technology-Based Learning into Business Processes**

Utilizing the latest in technology shows your constituents that you are cutting edge and up-to-date. Your audience, particularly those who are of younger generations, will be looking to affiliate with associations and organizations that utilize the full benefits of technology. Your audience will appreciate the ease with which they will be able to obtain training and education and the time and money online methods will save them.

More Benefits of Online Training

- 1. Increase Time-to-Competency**

Bring your staff or members up to date as quickly as possible. Utilizing virtual training and education methods allows you to schedule updates on-demand, and more frequently if needed. Frequent, timely information will increase the overall competency of your audience, making them the experts in their fields.
- 2. Strengthen Client Relationships**

Become a strategic partner in the success of your clients. Use online methods to bring information on changing laws, regulations, and other timely information to your clients before your competitors do. Establishing yourself as the “go-to organization” for information cements you as the vendor of choice for your clients. Information adds value to any relationship.
- 3. Increase Revenue**

Create revenue-generating opportunities by charging for training and education. Associations strive to maintain relevance in today’s world. Those who are successful have discovered the rewards of offering education, training, and information as a value-add to their members. The benefits are many. Associations benefit from the non-dues revenue, increasing membership, and member retention. Members benefit from low-cost information, training, and continuing education units, often required for their job, certification or license. Associations today are fighting for membership dollars. Those who provide online services will rise above their competitors as they increase the value of their membership. Some programs may even be offered at no-charge or minimal charge to members when underwritten by a vendor or other sponsor.
- 4. Increase Sales Effectiveness**

Increase sales effectiveness by enabling your sales team to sell new products and services as soon as they are released. Accelerate time-to-market by gathering your sales team online whenever a new product or service is rolled out, a product recall is announced, or a new marketing plan is being introduced. Allow your team to be armed with the latest information as quickly as possible, to enable them to be a step ahead of the competition. Have your salespeople utilize online services to demonstrate products and make virtual sales calls.
- 5. Utilize Subject Matter Experts (SME’s)**

Utilize virtual means to allow your organization’s subject matter experts to interact with your potential clients. For example, if selling software, whether the sales call itself is live or virtual, have the IT expert on the product interact with the potential client on the sales call virtually. You can’t take your experts out of the office to make sales calls, but you can have them add their expertise quickly and easily through conferencing. The added presence of a SME adds an extra layer of expertise and credibility to your sales process and helps to distinguish you from the competition. Many subject matter experts are more effective communicators online than in front of a live classroom, making this medium perfect for adding their expertise within their comfort level.
- 6. Increase Client Satisfaction**

Imagine how easy and cost efficient it could be to connect with your clients via [conferencing](#), in order to bring them the latest updates, or to offer them free or reduced-cost training on complex products and services. This is a way to really add value to your clients and increase their satisfaction. You don’t want to be viewed only as a vendor, but as an integral partner. Client retention is increased when the training and educational services you provide after the sale become integral to your clients’ success. Look at your product line to see if there’s a way to utilize online training with your clients to provide something your competitors don’t.
- 7. Increase Collaboration and Interaction**

Today’s [online tools](#) allow for collaboration through polling, chatting, live conversation, and desktop sharing. Many have found that the interaction of the group is actually increased when meeting online, compared to those who attend in a lecture setting.

Archived Events

One of the great benefits of online systems is the ability to record and archive your event for future use. Create training or educational libraries by recording your events. Those who wish to review the materials again, those who were unable to attend the original session, or those who join your organization at a later time can view these archived sessions on demand. You can even charge and collect a fee for archived event viewing, creating another revenue stream for your organization.

Today's organizations find they can do so much more, with less time, money and effort, by utilizing online training and education. They are able to use the latest technology to streamline programs, and make experiences more effective, even while saving money.

Call 1-800-800-1729 or contact us to learn more about conducting online training utilizing **Telspan's** web conferencing services, **TelSpanRayo**, **TelSpanExpress** and **TelSpanPresents**, as well as **TelSpan's** online registration tool **RegistrationPlus**. Let **TelSpan** show you how to utilize these services for your online training needs today.