



# YOUR CUSTOMIZED SUSTAINABILITY PROGRAM

Sales success is the result of changing and reinforcing desired behaviors.

And, while it is a known fact that sales training helps increase performance by **20 percent**, studies also show that **87 percent** of sales training is lost typically after 30 days. That's because most training programs fail to capture and keep a sales professional's attention.

The good news is that sales training doesn't have to be boring and forgettable. It should be engaging, motivating and fun. It should also be relevant.

At New Velocity, we accomplish this via our sustainability program of **Online**, **Onsite** and **Ongoing** working together at various cadences, and with customized content, to meet our clients' needs and developing new foundations of success that stick.

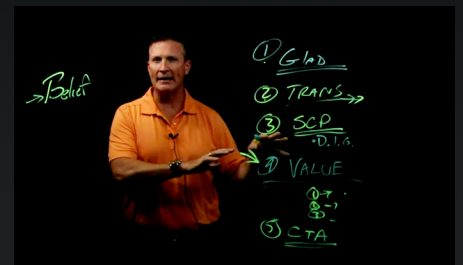
## ONLINE



## ONSITE



## ONGOING





# ONLINE ON DEMAND

Microlearning. Bite-sized goodness.

Successful sales training begins with a strong foundation.

This means video-based virtual training accessible from anywhere and on any device. Thanks to our award-winning training platform, **Virtual Velocity**, users have access to their coursework available 24/7.

## KEY FEATURES

- Device agnostic
- Real-time testing
- Course certification
- Short, content-rich chapters
- Individualized report cards
- Tools and exercises
- Real-time monitoring and reporting



With training being less of a time commitment, Virtual Velocity increases learner participation with fewer disruptions. That's right. Training that fits into anyone's busy schedule at any time.

Our learners train anytime and anywhere, on any device, 24/7.





# ONSITE EXCELLENCE

Engaging instruction. Relevant sales simulation.

New Velocity’s live onsite classes feature instructor-led education, relevant role-play exercises and activities designed to **motivate, educate and activate** your sales rep.

This means covering coursework spanning the entire sales process from prospecting to presenting, to closing and follow-up in one or two-day sessions.

## ONSITE IN THE RESEARCH TRIANGLE PARK AREA

For those in the local area or those looking to have their onsite training away from their offices, New Velocity provides training at one of North Carolina’s most prestigious golf courses — the Prestonwood Country Club. The location is available for free to New Velocity clients and features a comfortable and picturesque setting to motivate your sales team. Additionally, learners can enjoy terrific meals courtesy of Prestonwood’s award-winning culinary team.

After classes, participants can even take advantage of the club’s award-winning amenities, including 54-holes of golf, pristine tennis courts, world-class fitness center and massage services.

## ONSITE AT YOUR LOCATION

Don’t want to leave the comfort of your offices? Not a problem.

New Velocity’s award-winning trainers come to you to get your sales team fired up via role-play exercises and other fun activities. During select onsite classes, instructors even make live calls to your real prospects to demonstrate how our teaching methods work.



**KEY FEATURES**

- One to two-day training
- Award-winning instruction
- Role-play exercises
- Real-time calling to prospects



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# ONGOING REINFORCEMENT

## Learning. Reimagined.

The single biggest opportunity for sales performance improvement is to ensure sales teams retain and apply everything they have learned. New Velocity’s ongoing training support via coaching sessions featuring our industry-leading Lightboard, morning meetings, gamification and role playing, ensures that the training sticks.

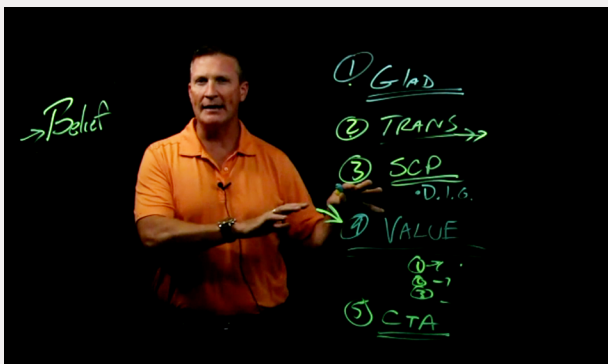
### DYNAMIC SUPERSTUDIO SESSIONS

Using our famous Lightboard and latest video conferencing technology, New Velocity’s Dynamic SuperStudio Sessions engage learners, while allowing teams to own the material and successfully incorporate it into their daily activities.

These sessions are fast-paced and feature word-by-word role-play exercises and gamification and contest creation.

### KEY FEATURES

- Customized coaching sessions
- Award-winning instruction
- Industry-leading technology
- Role-play exercises
- Gamification
- Contests



## LIGHTBOARD

Think of New Velocity’s industry-leading Lightboard as a chalkboard. But without the chalk. In fact, the Lightboard is pumped full of light and has the instructor facing the audience, instead of having their backs to them.

New Velocity’s Lightboard was specifically designed so that our instructors can directly interact with handwritten notes and diagrams, while facing the camera.

