

Adobe® Connect™ for sales training

Rapidly create and deliver high-impact online training



Adobe Connect for sales training enables rapid creation, deployment, and management of engaging training courses and content, providing easy training access across broadly dispersed sales teams via virtually any Internet-connected computer and a vast array of mobile devices, with live and on-demand training options for optimal efficiency.

Easily create, modify, and deploy high-impact online training

With Adobe Connect software, you can easily create and deploy custom training programs that mix and reuse a variety of training assets and activities, to quickly provide dispersed sales teams with the latest insights as products and markets constantly evolve. Enable nontechnical subject matter experts to create self-paced, on-demand courses directly from Microsoft PowerPoint using Adobe Presenter software. Add voice-over narration and multimedia content to your presentations with Adobe Presenter, or capture screen recordings and create interactive simulations and how-to demos using Adobe Captivate® software. Adobe Connect enables you to:

- Create interactive tutorials and simulations with Adobe Presenter and Adobe Captivate, which automatically publish your courses using Adobe Flash® Professional software.
- Reuse learning assets by recording virtual classroom sessions, and use content libraries to manage your course material.
- Save virtual classroom layouts and content as templates to be shared or for future reuse.
- Create and maintain always-on meeting rooms which preserve prior interactions, content, and layouts, so you can quickly reuse a classroom without advanced preparation
- Incorporate existing content from SCORM- and AICC-compliant learning management systems (LMS).

Why Adobe Connect for sales training?

- Easily create, modify, and deploy high-impact online training.
- Ensure instant, easy access to both virtual and on-demand courses.
- Efficiently demonstrate complex ideas and keep learners engaged.
- Manage participation, track progress, and assess course effectiveness across sales teams.
- Easily integrate Adobe Connect with third-party systems.

“The cost savings and gains in productivity and efficiency we achieved with Adobe Connect have been excellent. We can train our staff more efficiently, service our customers more effectively, and we’re anticipating that we’ll continue to eliminate 100% of unnecessary travel each quarter moving forward.”

Joann Halle Vice president,
U.S. learning and development Xerox

Ensure instant, easy access to both virtual and on-demand courses

Teach and collaborate from any distance and at any time with a proven software solution that’s easy to access and use. With Adobe Connect, you can deliver interactive, engaging course content to globally dispersed sales teams or partners, via live virtual classrooms, self-paced learning modules, or on-demand training, to ensure training can be accessed in the most efficient manner without impacting sales schedules. For example, you can:

- Provide instant access to training sessions with courses based on Flash technology, accessible via virtually any internet connected computer, and a variety of smart phones and tablet devices (iOS, Android, and Blackberry).
- Enable all learners to interact with content simultaneously.
- Provide the same interactivity as a live course in recorded sessions.

Standardize on Adobe Connect

Adobe Connect enables your enterprise to standardize on a single web conferencing solution for online meetings, eLearning, and webinars. Adobe Connect provides easy meeting attendance, provides a flexible and extensible architecture, and meets the highest security requirements.

Efficiently demonstrate complex ideas and keep learners engaged

Adobe Connect enables efficient demonstrations of complex ideas and keeps learners engaged through rich and interactive content that can include high-quality video and interactive presentations played from within the Adobe Connect meeting environment

- Present rich media instantly without requiring additional downloads (video players, codecs, etc.) for participants.
- Easily organize virtual classroom flow and content using customizable layouts.
- Use breakout rooms to focus discussions within your virtual classroom.

Manage participation, track progress, and assess course effectiveness across sales teams

Easily enroll users or groups in courses, curriculums, and virtual classrooms, or let users browse an online catalog offered by your organization. You can also set and manage permissions to control who can see certain listings. An Adobe Connect solution makes it possible to:

- Manage enrollment with automated email notifications and optionally set approval processes for self-registering learners to enter courses.
- Easily track individual learner progress and use prerequisites and test-outs to guide access and content selection.
- Assess course effectiveness with robust reports you can customize for a meaningful overview of student progress.
- Leverage industry-standard security for more secure content delivery and confidential result tracking.

Easily integrate Adobe Connect with third-party systems

Adobe Connect provides a variety of integration points with your existing systems and is highly extensible, making it possible for your organization to easily create new capabilities to address your specific business needs. Adobe Connect enables you to:

- Work with virtually any audio provider or teleconferencing platform for richer audio experiences and increased cost-effectiveness.
- Integrate Adobe Connect with several of the top LMS providers to seamlessly deliver and track participation in engaging virtual classrooms.
- Extend and add capabilities to virtual classrooms, such as collaborative problem solving or learning games, using Flash Player compatible content.

For more information

For more information on how to get started using Adobe Connect, contact Adobe at 888-649-2990 or visit www.adobe.com/products/adobeconnect/elearning.html.

Try it today

For a free 30-day trial of Adobe Connect, visit www.adobe.com/go/try_adobeconnect.



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