

Increasing Penetration in the Installed Base

Or....

Where do we turn to fill our
classrooms week after week?

Programs To Consider

1. Learning Units or Subscription Programs
2. Certification (Formal)
3. Internal Certification (aka “Evangelist”)
4. Upgrade Release Bundles
5. “Ask the Expert”, “Training Support”, or “Advanced Topics”
6. Bundled Legacy Training

Learning Units or Subscription Program

Learning Units

- Work with the client on a program that takes them beyond initial implementation
- Annual learning plan via a “bank” of units
- Supports enhanced skills, refresher training, specialty topics, upgrades and so on

Subscription Program

- Enterprise-wide rather than course units
- Can be ILT-focused or e-learning-focused or both

Certification (Formal)

- Specific curriculum for each product or role
- Bundles can be offered at an enterprise price
- May or may not include certification exam
- Online (informal) pre-testing may provide a prescription for the training needed

Internal Certification

- Relevant for internal Help Desk teams or “power users” who liaise with them or vendors
- Intermediate and advanced skills for these key “go to” staff
- They are not ready for these skills until the client has implemented for a while
- They probably don’t know what specialty skills they need until then

Upgrade Release Bundles

- For new releases with significant changes
- Or for Certification Upgrades
- Might be live ILT or Virtual Classroom or a mixture of both
- Price as a bundle

“Ask the Expert”, “Training Support”, “Advanced Topics

- A scheduled series of Q&A or hot topics sessions to a client as a series or package
- Client defines the hot topic list each month or quarter
- We develop specialty content (if needed) or (better) cut and paste from existing content
- For a highly technical audience, these become formal “Best Practice” or “Optimisation” workshops
- In this case, you can offer multi-customer classes

Bundled Legacy Training

- For customers still on older versions for which we no longer offer live training
- Package up all the old recorded content and sell as a bundle
- Does it discourage upgrading? NO!
- Training is the least of their considerations regarding upgrading

Other things you can do

- Utilise class evaluations
- Track requests for new courses
- Try the occasional customer survey