

# NEWS RELEASE

**For Immediate Release**  
March 16, 2009

**Contact: Marcia Gauger**  
DVR Learning, LLC  
262-751-4137  
marciag@dvrlearning.com

## **New Program Saves Time While Increasing Sales Performance**

DVR Learning, LLC, and the University of Wisconsin – Milwaukee (UWM) School of Continuing Education announces the *Certificate in Sales and Service Excellence*, an innovative new program to provide comprehensive sales skills development in a customized online format.

To ensure performance change in an online environment, the curriculum features a blended approach including assessment, e-learning, coaching, feedback, peer support and evaluation.

“This is an innovative approach incorporating all of the right elements of training. Now that it is in an online format, it is even more timely, enabling companies to do more with less without sacrificing exceptional training design and coaching,” says Jan Allen, Executive Director of the Department of Business, Engineering and Technology for UWM.

The curriculum is customized for each salesperson using an online job profile and skill and knowledge assessment to clearly align performance gaps to specific course solutions.

Participants complete online training at their own pace one topic at a time, completing customized exercises that help them integrate the skills used during customer interactions and sales calls. Between sessions, participants submit exercises and receive coaching and feedback from their assigned sales coach. Learners communicate with coaches and other students via a dedicated web interface.

The blended approach of this curriculum is key to success, according to Marcia Gauger, Executive Partner with DVR.

“Changing behavior does not happen with a single event. Reading an article, participating in e-learning or watching a video does not constitute training and will not change behavior. This program addresses the key components to create and sustain positive change that impact sales and service results. We have seen tremendous success when learners concentrate on one skill at a time, integrate those skills in real life customer situations and receive specific feedback and coaching,” says Gauger.

(more)

Core to the curriculum are state-of-the-art e-learning modules that incorporate a variety of pertinent and engaging activities centered around adult learning principles. The modules also encourage learners to review, reflect and apply the concepts learned in the programs. Participants create immediate plans for incorporating the information during interactions with customers and receive coaching.

In addition to the individualized coaching that each participant receives, a follow-up toolkit of materials is available for companies to continue coaching employees on the job. The coaching materials include tips for the manager to recognize when new skills are being utilized and suggestions for coaching individuals. The toolkit also provides suggestions and activities for coaching groups at sales meetings.

Participants that graduate from this certification program earn 3.4 CEUs (Continuing Education Units).

For more information or for a demonstration, call Marcia Gauger at 262-751-4137 or Jan Allen at 414-227-3219.

(end)