



CRANIAL EXPANSION™
It's more than just training.



High Tech

Setting the Pace In A Dynamic Industry





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High Tech companies face a unique set of challenges. As software developers, you have to provide all the training on your products. Your customers expect services and skillsets comparable to the big players, regardless of how big you are. But if you're a small or midsize company, how can you keep up? Big companies have dedicated training divisions that provide a full suite of solutions for every need, but the vast majority of High Tech companies can never justify that kind of investment.

How can you offer a full range of training services to all your staff, customers, and business partners without spending a fortune or losing focus on your core initiatives?

Cranial Expansion can show you.

We can help you provide all those services and more, at a price you can justify. Our background and focus is High Tech and we understand the challenges you're facing today. We can help you to deliver a broad range of offerings that fit both your business culture and your budget.

STAFF TRAINING

Keeping staff trained can be very difficult at growing companies. Technology is always changing, new products are being introduced, new team leaders and managers are put into place, and everyone needs to get up to speed without interrupting their workflow or productivity. You provide product and technical training, but what percentage of staff are actually getting training every year? Half? Two-thirds? For those that do get it, how much is critical job-specific training and how much is true career development? How can you extend the reach of your training offerings and make sure that they're available to everyone, without increasing the cost? How can you increase the amount of career development when your hands are full keeping up with the critical-need training requests?

Cranial Expansion understands your business issues and we can help you determine exactly who needs what skills developed, beyond the basic product and technology courses. Our programs and services can help you reach everyone in your organization, provide true professional development, and do so without increasing your costs or reliance on outside vendors.

CLIENT TRAINING

You already have a selection of product training courses for your clients, but is it generating as much revenue for you as it could? Are you missing revenue opportunities because you don't have the bandwidth to cover all the options? A comprehensive and compelling client training program can greatly improve customer satisfaction and lead to other, larger revenue opportunities as well. A complete client training program will include, at the very least:

- **User training** – introducing new users to your solution, customized for their implementation (if applicable), and available to everyone who will be using it.
- **Executive training** – helping client executives (and line managers) understand the system fundamentals and how it will improve their business.

- **Implementation training** – ensuring any client staff assisting with the implementation have a solid understanding of how to implement effectively
- **Administrative training** – covering any client staff that will be managing the system after it goes live.
- **Customization training** – allowing clients to customize or extend your product the right way, without increasing your support costs down the road.

You have at least some of these already, but you could be making money from all of them. A formalized curriculum of both online and classroom-based product courses, perhaps included in a certification program, can significantly increase your training revenue. Cranial Expansion can help you develop and deliver a customer training program that maximizes your revenue, lowers your expenses, and increases your customer satisfaction.

PARTNER TRAINING

Business partners, whether they're implementation partners, regional distributors, or VARs, often represent a training challenge. Their training needs fall somewhere between clients and internal staff – they need more than just product training, but not the range of programs internal staff require. Well trained partners are better able to sell and implement your solutions, and a good training program can be a significant motivator as well. Complete partner training programs include things like:

- **Product training** – making sure they know your products as well as your own front-line staff, if they're going to sell or implement on your behalf.
- **Sales training** – giving them the tools they need to quickly identify prospects and effectively qualify leads.
- **Base technology training** – shoring up any gaps in fundamental technology skills. If your products use specialized technology, your partners may have difficulty staffing up with the right skillsets, so training in this area can be very useful.

Cranial Expansion can help you develop a partner training program that ensures your partners get up to speed and start generating revenue for you quickly. If you're considering a partner certification program, we can plan, implement and administer the entire program for you.

Cost-effective staff development

Increased client revenue

More effective partners

It's more than just training





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