

# FlexTraining - A Franchise for Professionals

Finally, a franchise opportunity that combines simple technology, growing marketplace and a proven training solution, engineered for the "professional" franchisee. Streamlined online tools are provided that anyone can use.

Control your own destiny and your own schedule with limitless income potential while delivering proven, high-value solution to companies and organizations of all industries and sizes. It's much more focused and concrete than vague "business coaching" or billing franchises.

Becoming a FlexTraining franchisee may just be the professional franchise concept you've been looking for. When you assemble an online course as easily as you can create a PowerPoint, it makes sense to get started right away. Why wait?



As an entrepreneur, you want to build your business and earn revenue. But finding clients can be challenging. You need to bring something extra to the table, like a standard solution and proven expertise. But where do you find the right framework, training, and support?

With FlexTraining, you'll bring to the table a proven set of tools, course-building skills and the experience it takes to plan, implement and manage a complete online training solution for your current and potential client base.



No technical skills needed. No special equipment needed. Work from home or from an office.

We provide everything you need to author and deliver courses and tests on any subject and of any length.

Leverage our 20 years of experience and utilize our complete learning framework and best practices.

## Online Training Benefits Providers and Customers Alike



As the online training market approaches \$300 Billion, you will be delivering custom courses to clients in any sector:

- » *Manufacturing*
- » *Professional Services*
- » *Government*
- » *Retail*
- » *Non-profit and more*

You can sell unlimited courses and establish your own fee structure and timetables!

### Franchisees Benefit from an Easy-to-Use Training Framework

As a FlexTraining franchisee, you'll use a streamlined, state-of-the-art private training platform to create and deliver on-demand mission-critical training. FlexTraining includes built-in templates and features designed for a single administrator – you - to create manage training for hundreds or even thousands of online learners.

### Your Clients Benefit from Flexible Interactive Learning Features

When you establish a new client, you can rest assured that you have the tools to create engaging online courses of any size and any subject. Built-in authoring, learning screens, skills tracking, multimedia support, and real time reporting and analysis are just the beginning.

### The FlexTraining Franchise Gives You Options ...

#### **Level 1 Franchise - E-Learning Provider**

Level 1 instantly puts you in the rapidly expanding Online Training Delivery Business. Create, sell and manage unlimited online courses for any industry.

#### **Level 2 Franchise - E-Learning Distributor**

At this level you can actually provide complete learning systems to your customers, capturing revenue through product sales and professional services.



## Franchise Levels Are Custom-Designed For You

Level 1 - Franchise E-Learning Provider	Level 2 - Franchise E-Learning Distributor
Private, reliable and secure training framework with complete course authoring and reporting	All items in "Level 1" Franchise E-Learning Provider
System operates "in the cloud" with integrated e-commerce and multi-level security	Ability to sell the FlexTraining system to your customers in any industry, as a behind-the-firewall system and/or as a cloud-based solution
Printable marketing collateral, templates, operating forms and documents	Additional printable marketing and sales collateral for product software and cloud-based solution
Hosted on our premium, secure hosting network, and featuring intelligent multi-channel traffic routing with backups and redundant power supply	Sales support including a custom web site, calling lists, demo scripts and strategies, tactics and an organized process developed over years of FlexTraining sales to the marketplace
One-on-one system training, how to easily build online courses and how to run reports	Training on the FlexTraining system sales methodology, tips, guidelines, course-delivery, reporting and conducting product demos
Technical support from internal system experts and developers	Second-level technical support for your customers from our internal system experts
Sales training on our successful selling methodology	
24 x 7 availability for your private training center and online courses	



### What does it take to become an E-Learning Provider?

If you have a computer and an internet connection, and if you can use a standard web browser, you've already got the foundation and equipment.

You can be acquiring and servicing clients of all kinds and sizes, in diverse markets, and delivering valuable, strategic online training. Your clients will save money and improve their employees' performance and knowledge level.

## Becoming a Professional E-Learning Provider

You don't need a technology or education background. This flexible franchise program gives you a complete online training system with 24/7 secure access.

You can utilize a wide variety of features that will benefit you and your clients, or you can keep it simple and build basic courses and quizzes. This unique program includes:

- ✓ Marketing documents, course-building strategies, a variety of templates, and a complete training system that works without programming.
- ✓ Our reliable complete FlexTraining framework with point-and-click configuration, full authoring, planning, progress tracking and reporting.
- ✓ Printable and/or mailable system and service information, such as white papers on *Best Practices in Online Training and Reducing Training Costs*, and more.
- ✓ Course templates based on our intuitive Course/Lesson/Screen model, allowing you to drop in existing content and files you have already created.
- ✓ Operating forms such as quotes, invoices, proposals, and interview outlines strategies.
- ✓ Completely flexible hours and location. You can work from home or office as long as you have internet access.
- ✓ Training on our 10-step simplified sales process, how to build online courses, and how to run tracking and analysis reports.
- ✓ Printable marketing collateral, templates and documents so you do not need to re-invent the wheel.
- ✓ Technical support and guidance from our internal training experts to keep you up and running, and earning revenue.
- ✓ Built-in integrated E-commerce capabilities so you can generate revenue from web visitors and customers needing standardized training.
- ✓ A six-month "success checkup", performed six months after you start, to insure quality standards and best practices, and to give you specific suggestions for improving your professional practice.
- ✓ Mentoring and guidance from experienced course-builders, systems engineers, and professionals experienced at selling online courses and training projects.
- ✓ The Level 1 Franchise, **E-Learning Provider**, is priced at \$24,900, with minimal operating fees to cover tech support as you grow your business.
- ✓ The Level 2 Franchise, **E-Learning Distributor**, is priced at \$49,900, giving you the ability to sell and distribute FlexTraining to your client-base.

## Are You Ready to Launch Your Professional Services Practice?



*Your place in the online learning industry is limited only by your imagination.*

*The field is relatively open for anyone from any background who wants to provide instruction in almost anything. The best candidates to start such a business are the same individuals best suited for other ventures—plain old entrepreneurs with lots of imagination and persistence.*

*Your clients can enter virtual classrooms, with or without instructors in other parts of the country, or even the world, and take part in online courses from the comfort of their own homes.*

*Online education is a multi-billion-dollar market. And there really are no limits to the subjects that can be delivered via the internet. People have a growing appetite for topics and interests that once seemed far beyond their reach, and companies have an insatiable need to keep employees up-to-speed and certified.*

*The great news for you, the online education entrepreneur, is that this market is not a flash in the pan or a passing fad. It's here to stay.*

*- Entrepreneur Press. Start Your Own Online Education Business*