Building Your Business

Finding Clients and Choosing Training Topics With Your FlexTraining™ Franchise

Selling Your Services and Retaining Clients

At FlexTraining, we have been supplying complete solutions for online training to consultants, services firms, and professional trainers for over 20 years. We know that business professionals must continuously compete to attract new clients, and to retain the clients they have. You chose FlexTraining because you know you cannot afford to take chances with unproven technology or poor quality when you provide your clients with an online learning system.

We believe that for automated, on-demand training to be effective, it must be reliable, streamlined and manageable, with secure testing, reporting, and support for interactivity and multimedia. It will also allow you and your clients to re-use their existing training materials, and will yield a very low per-student overall cost.

That's your value proposition, or sales pitch, in a nutshell. These are important and powerful concepts which you should be comfortable discussing, in your own words, with your prospective clients. These are your sales advantages. Know them well.

In addition, a consultant or service provider typically needs a way to develop skills, build sample courses, and demonstrate an attractive solution before your potential client. That's why your franchise contains a complete, state-of-the-art, multi-client streamlined FlexTraining education system.

Considering Potential Clients and Potential Topics

You chose to be a business owner and franchisee because you are an entrepreneur, and you want to manage your own schedule and create your own path. You like meeting and talking with new people and exploring business opportunities with organizations large and small.

Acquiring new customer clients, in any line of work, is a challenging undertaking. Yet there has never been a better time to bring the benefits of online training to your city, industry, or target market anywhere. Now is where the upbeat, positive self-starter has a real advantage.
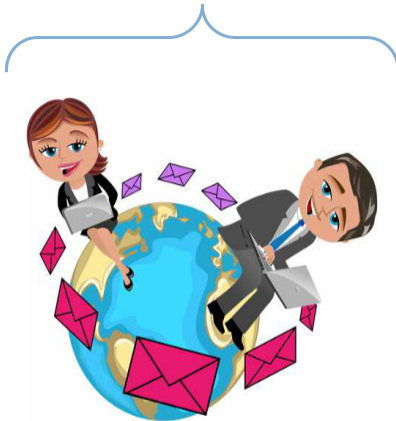
But before you grab the phone and start dialing, or drop in on your local network marketing lunch, ask yourself a few questions:

Do you already have relationships with managers or staff at one or more companies who would benefit from some targeted interactive online education?

Perhaps you have performed some other type of consulting work or other business services for various companies in the past. If so, you have a natural starting point - those companies should be your first target market. And when it comes to selecting topics, the topics you focus on are the ones that your clients need training on. You are ready and willing to train anyone on any topic, and you can encourage your clients to provide the raw material - files, text, images, etc. - that you will build courses from. Or you can start each course from scratch.

Is there an industry or area of expertise that you have experience with, allowing you to serve as a subject matter expert for all the courses you build?

For example, if you are an expert in workplace safety, you can approach almost any kind of manufacturing, distribution or large retail establishment and offer to cut their training costs by automating their training and keeping better track of the results. In this case you may already have your own training content to start with - booklets, PowerPoints, documents, video, etc. That industry or topic would be anarea of focus.

Are you going to sell online courses to the general public?

This is a common business model, and FlexTraining's simplified e-commerce processing makes it easy to set up. To be successful, you should choose topics about which you have extensive knowledge, that you have a passion for, and that will interest others.

Putting Yourself in Position for Success

Imagine that you have been invited to discuss an upcoming training project for a client or prospective client. Perhaps you have even been handed an RFP (Request For Proposal) to complete, and you will be asked to provide a solution for delivering online training.

Will your client award you the business and be satisfied with some notes, a product description, and some advertising? Probably not. Jump ahead of any competitor by showing the client a sample course - a "demo" - of your proposed training solution. That's why the FlexTraining franchise includes your own complete version of FlexTraining.

That's why your Initial Training with your franchise gives you the skills to operate FlexTraining and build dynamic, professional-looking courses. And you can run instant progress reports and easily distribute them to your clients' management.

If you show up at the bargaining table with a complete library of samples ready to demo, and your competition shows up with only some marketing material, you will have a decided advantage. And when the client starts to ask detailed questions, your advantage will only grow.

Besides showing off the nice-looking course sample(s) you have at your disposal, you will want to emphasize your advantages. See the sales points and feature lists that are part of the franchise manual for use during a sales meeting or presentation, as well as the summary at the beginning of this document.

You may establish a broad base of clients in various industries in order to grow quickly. Or you may decide that a close relationship with a single company allows you to perform services for only one client only and still generate excellent revenue.

If You Have No Idea Where to Start - Do Some Prospecting

1. Choose a target market such as manufacturing or non-profit. Make sure it is a market you are comfortable with. If necessary, acquire a book or two on the management techniques, jargon, and trends in that industry. Build up an expertise on how they do business and what type of training would need to be included. For example, safety training, shop floor management, and cost accounting may be good topics in the manufacturing training marketplace. Non-profits and government departments have their own terminology, culture, and management practices.

2. In your private FlexTraining system, build 2-3 sample courses on your selected topics, using our provided course building strategies, best practices, and screen templates. Be comfortable showing your courses to other people and discussing them. No technical expertise is required.

3. Develop a list of target companies or organizations (with contact information) in your chosen market. One reliable source for these lists is a contact database provider like Data Axel and Kintone. Target some job titles like Human Resources Manager or VP of Operations. Training is often a part of Human Resources.

4. Keep your provided FlexTraining Talking Points handy and begin making calls. Look over a company's web site before calling. Start your conversation by asking what they do for training now (In-person classes? PowerPoints? An online system?) and go from there. Ask open-ended questions and listen well.

5. Schedule a demo with a decision-maker, someone with the authority to commit funds for online training. Perform the demo (you show them your professional-looking online sample courses, or real courses if you have already developed some) and maintain a helpful, confident posture.

6. Be prepared to listen for "pain points" or factors that the client wishes to improve on, such as training costs. Use your own style and techniques.

Online Courses are Easy to Provide to Your Clients

You can be proud and confident when you supply your valued clients with your FlexTraining complete training courses, or even a simple demo. It's easy to create and track online education on any topic, in any industry:

✓ Re-use existing training material (videos, text, images, etc.)

✓ One-stop shopping - no need to buy training and tests from multiple suppliers

✓ Very low per-student costs.

✓ Grow your system by adding clients and students without re-entering data or rebuilding courses

✓ Beyond building dynamic online courses and tests, there are many other aspects of FlexTraining that allow you to earn additional fees for services. For example, generating custom or standard reports and printing or emailing them, managing skills groups and target completion dates for your client's students, enrolling, managing and deleting students, and in general managing their training system.

✓ For additional benefits and related features, see the Features and Benefits table within the FlexTraining franchise Manual.