

# Cybertop

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## **Web-based training pilot**

Presented by: [name]  
[date]

# Objectives



After attending this presentation you will be able to:

Describe the goal of the *pilot*

Define the learning outcome of the *cybertop* program

List the benefits and limitations of this delivery method

Analyze the resources required to deliver a pilot

Explain the timeline for implementing the pilot

Identify the benchmarks for success

# **Goal of**

## **Web-based Training Pilot**

The purpose of this pilot is to assess the resources and expenses related to designing, developing, and delivering web-based training and to assess the effectiveness of this delivery method in our organization.

# Cybertop Pilot Program

## Performance Outcome

**Performance outcome:** The pilot program will prepare telephone sales representatives to make cold calls to fortune 500 firms that result in demos being scheduled for cybertop systems.

# Cybertop Pilot Program

## Audience



**Audience:** pilot participants will be telephone sales representatives with less than one year of experience selling into new or established fortune 500 accounts.

# What Are the Benefits and Limitations?



## Benefits

- Reduced travel costs
- Consistency of training
- Revision control
- Simultaneous worldwide roll-out
- Access to best SME

## Limitations

- Requires use of infrastructure
- Learners must adapt to new method
- Large developmental effort

# Resources



The following resources will be required to deliver the program:

Use of network

Team members drawn from across the organization

Dedicated servers, new software

Hardware and software in field

Support services and help desk support

Contract help and consultants

# Timeline



Kick-off meeting	[date]
Needs assessment	[date]
Draft WBT	[date]
Review draft	[date]
Revise draft	[date]
Conduct pilot	[date]

# Benchmarks for Success



This pilot will be called successful if the following criteria are met:

Travel costs are reduced by 50 percent

Learners demonstrate mastery of cold-call skills by booking ten demos a week

Design and development of the program can be completed in four-hundred hours

Learners evaluate the experience as 4.5 or higher using the company evaluation and feedback forms

# **Frequently Asked Questions**

## **Will web-based training eliminate instructor-led classes?**

No, web-based training will not eliminate instructor-led classes. WBT is simply another resource for the organization.

## **When will learners participate in the program?**

Telephone sales representatives will be allowed to schedule time off the phone during the work day to participate in the program.

## **How will telephone sales representatives without network access log in to the program?**

All regional telesales offices will receive modems and have network access. Each representative will have access from his or her desktop within the next thirty days.

# Next Steps

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Tell your staff about the pilot

Support this crossfunctional effort