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## Frogkick Splash! > Introduction, Product Training, Enhanced Expertise

In today's premiere issue of the Splash! newsletter:

- [Introduction: Why Did I Receive this Message?](#)
- [Why Doesn't Traditional Product Training Increase Sales?](#)
- [NEWS: Frogkick Adds Pharmaceuticals Expertise and Enhanced e-Learning Capabilities](#)

### Introduction: Why Did I Receive this Message?

You've received this "Splash" from Frogkick because you are a client of the firm, or colleague of Greg Gunther, Sue Darow or Catherine Baker. We are occasionally sending out these short informative notes that we feel you'd be interested in receiving. Our topics will vary and we'll try to provide content that's potentially of value to you.

Feel free to forward this or any of our emails to an associate who might find this information to be useful. Naturally, we're hoping that you (or someone in your organization) may want to talk further about how we can support your business goals!

If you prefer not to receive these messages, please click the link at the bottom of this email to "leave this list" and your address will be removed. We apologize in advance for any inconvenience this may have caused.

### Why Doesn't Traditional Product Training Increase Sales?

We've explored this issue on behalf of a Commercial Finance client and come up with what some may see as a counter-intuitive point-of-view.

In summary, we think that explaining to salespeople why your product is "superior and special" is totally unproductive. Unfortunately, your sales team will take this product-centric view and unload it onto their customers... spraying content without any consultative exploration of needs.

It may seem paradoxical, but the most effective Product Training is not about the product. In fact, the most successful way to introduce (or reinforce) a product or service is in the context of how it will be used by your customers to solve their specific problems.

Our [Green Paper](#) on the subject explores:

- How to ensure your salespeople sell a new product effectively
- Three “Best Practices” to ensure successful product training

[Click here to read this latest Frogkick Green Paper in complete form.](#)

#### **NEWS:**

#### **Frogkick Adds Pharmaceuticals Expertise and Enhanced e-Learning Capabilities**

We're thrilled to announce that Catherine Baker has joined Frogkick as a Principal with the firm. She'll be developing our Healthcare/Pharmaceutical practice and supporting the firm with her extensive e-Learning background.

Some of the notable business results provided by Catherine's solutions include:

- Reduced time and expense associated with the global implementation of marketing of Lipitor® by creating a centralized electronic marketing repository that facilitated sharing of assets among global product teams at Pfizer and Parke-Davis
- Enabled the Merck sales force to go-to-market rapidly with immediate share gains through an interactive and creative product launch CD-ROM and audio learning system

Catherine has managed, designed, and implemented programs that reach from traditional self-study manuals to blended curricula that combine web-based training, live workshops, computer-based simulations, and electronic support systems (EPSS).

To learn more about Catherine:

- [Click here to read her bio](#)
- Or click here to read what she's recently learned from top Pharmaceuticals sales executives at the [Pharma Force 2005 conference](#)

Thanks for your continued interest!



**Frogkick, Inc.**

"Learn, to leap."

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