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FROG KICK



Frogkick Splash! > Rapidly Address Time Sensitive Business Challenges

Does this sound familiar?...It's just three days before your flagship product is reintroduced to the market with new features and your competition has just made a strategic move that greatly impacts your key differentiators. You need to immediately communicate an adjusted message and a refined go-to-market strategy to your sales force.

In this issue of Frogkick's Splash! we take a look at a number ways to quickly and effectively address these critical business needs.

Tools that Rapidly Address Time Sensitive Business Challenges

New technologies including podcasting and rapid e-Learning ("rapid e") have been leveraged successfully to address business hurdles that demand quick communication and/or training solutions.

For example, when faced with the challenge detailed in the introduction above, the fast-moving organization could:

- Deliver a webcast to regional sales management explaining the situation and conveying the new messaging and strategies
- Update their existing electronic marketing collateral (they migrated away from printed brochures two years ago)
- Modify training that was initially created using rapid e-Learning tools and then shares the new content with field sales managers who in turn share it with their local field sales teams, reinforcing key points, and answering questions
- Produces a quick question-and-answer podcast to provide an auditory model of "answers to frequently asked questions" that further reinforces the new go-to-market approach

Companies that rely on speed for competitive advantage are skilled at using these approaches to communicate "hot topics" that have a dynamic nature and fundamental immediacy. In addition, these tools can also be used to support coaching and mentoring efforts within a widely dispersed sales force or to share best practices across various business groups from sales, to product development, to data analytics.

When designed appropriately, these solutions provide a quick and cost effective means of delivering time sensitive information relative to competition and other 'hot-off-the-press' industry or company-specific topics.

To learn more about podcasting and the benefits it offers, we've provided two resources:

- A Green Paper entitled [Podcasting: Breathing Life Back Into the Power of Audio](#)
- A [short sample podcast](#) highlighting how updated about your customer's industry could be delivered to the field

In addition, as you may remember, we provided a [Frogkick Green Paper on "Rapid e"](#) in our last issue of Splash:

- A introduction to the business benefits of using standard PowerPoint files to create and distribute e-Learning
- A simple set of questions to help you evaluate your own needs and the best options

Please 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, just 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.

Thanks for your continued interest!



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