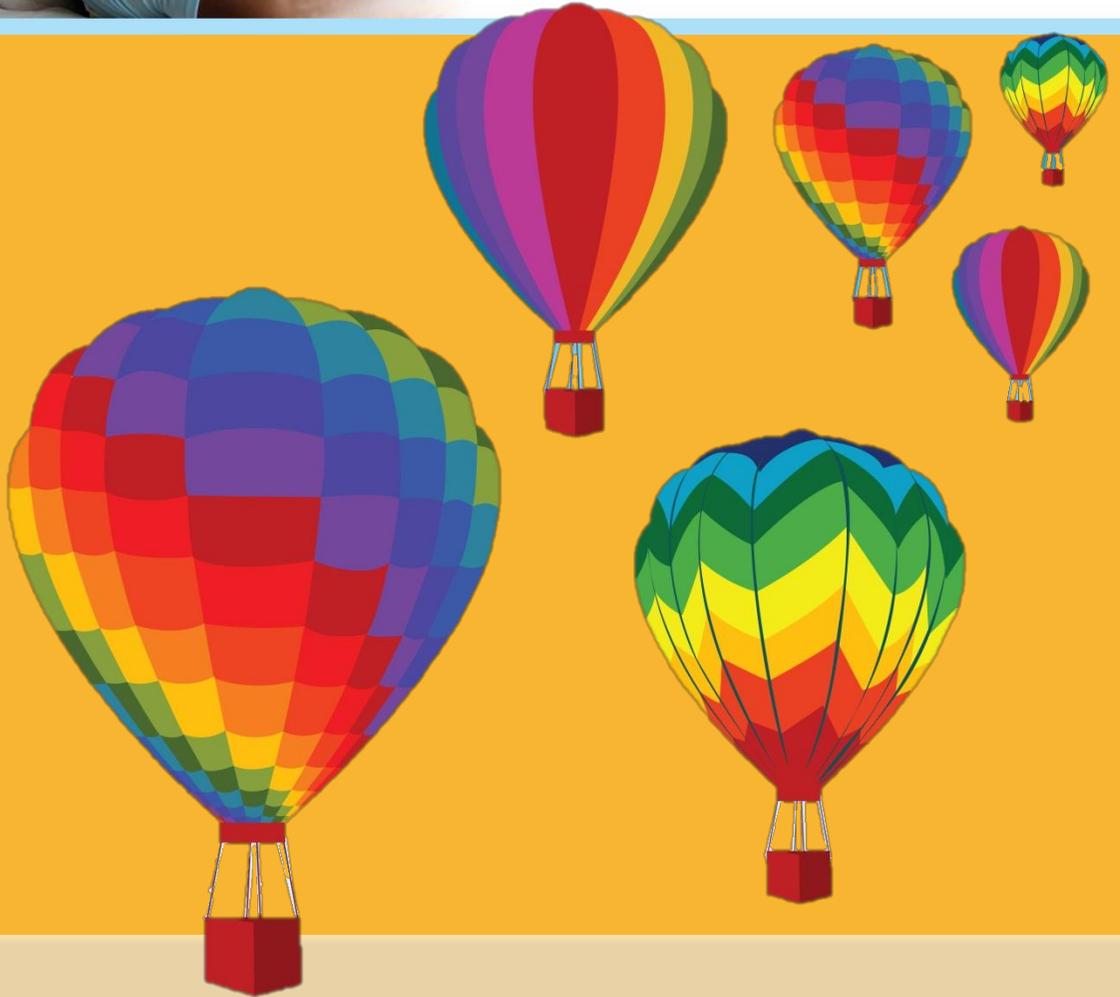




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VIRTUAL TRAINING CASE STUDY

Virtual Training for Cisco

The Need

Cisco's entire global sales organisation was asked to embrace a new company wide operational initiative called the Integrated Selling Process (ISP). ISP was the standard sales process implemented as a result of a move to a globally consistent definition of sales and opportunity status.

It consolidated selling tools into a single process to simplify the sales workflow and provide the sales team with more accurate forecasting data. ISP also called for a new approach to forecasting that focuses greater attention on every stage in the selling cycle.

The ISP project team faced a formidable task. The team needed to educate an initial target audience of more than 6000 people across the Cisco sales organisation. The only way that this critical business need could be met was through live, virtual training sessions.

As a key learning partner to Cisco, The Learning Factor was assigned responsibility to deliver the training sessions in Asia Pacific and Emerging Markets, which included Latin America, Eastern Europe, Middle East and all of Africa from Algeria down to South Africa.

To meet the aggressive timeline, our team needed to deliver this training to over 2000 participants in 25 days.

The training modules had to be tailored for the individual country requirements and accommodate all local language needs.

The Solution

The training sessions were delivered using Cisco's WebEx Training Centre as the primary mechanism for delivering real-time, interactive, virtual training sessions.

This collaborative platform allowed a team of Learning Factor facilitators, producers, and Cisco subject matter experts to be in individual group sessions to support and maximise the learner's experience.

In small virtual training sessions, participants were invited by their online instructors to join in polling, exercises, whiteboard, live discussion, and review of key points using annotation tools, such as the pointer or highlighter. The participants also completed an online assessment at the end of the session.

Participants were able to type in their questions in the chat or embedded Q&A panels, and received immediate answers from the subject matter expert.

"The virtual deliveries over WebEx worked because of the effective instructional design that was applied to the virtual content. It allowed more interactions, and simplified, colorful content that helped the learners stay focused. The preparation and experience of the production team was a huge contribution to the success of the deliveries," says Janie Mah, ISP tools training lead in the Worldwide Sales Processes and Systems organisation at Cisco.





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BETTER, FASTER. FIND OUT HOW.**

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The Results

The ISP project was the largest virtual training deployment in Cisco's history. In addition to English, the training materials were created in eight different languages. Moreover, the training was completed in all five global regions within an unprecedented 48 business days.

The benefits of this training deployment were considerable:

- An estimated US\$13 million savings by using WebEx Training Center versus traditional instructor-led classroom training
- US\$3.5 million cost avoidance in training delivery and travel expenses (for both learners and instructors)
- Increase in class size to accommodate 125 learners, sessions shortened up to an hour
- Boost in learner retention through interactive session and collaborative features such as polling, annotation, whiteboards, and live Q&A sessions with subject matter experts

Bare Brilliance

Bare Brilliance, as a division of The Learning Factor is a next-generation business training solution. We deliver the world's best business training, online with LIVE trainers.

Learn online the same way you learn in person – from leading experts, in live classes, with face-to-face interaction, multimedia presentations, class discussions and more. We give you an interactive classroom experience – ask questions, share with other participants, write on whiteboards and take surveys with real-life facilitators.

Join the thousands of business professionals who have all attended our award-winning business skills courses. Our method, which combines live classes with a mix of other engaging training tools, ensures you are ready to use your new skills in the real business world immediately.

With expert resources straight to you in your home or office, Bare Brilliance provides you with an engaging and cost-effective way to become smarter and better at what you do. To start learning from the gurus in virtual training, [contact Bare Brilliance today.](#)