

## The moment of truth...

You are being asked to provide ROI numbers for your Learning & Development programs. It's a budget justification cycle and some consider L&D a "necessary evil" cost center. You know the programs are good and that participants enjoy them, the surveys say so. The problem is that there is no real measurable change in the field; the training doesn't 'stick'.

Increasing the amount of training sessions doesn't help, there is no budget and no one wants to come out of the field, especially sales people.

Is there a way to increase the return of your existing training, without taking people from the field?

**Yes!**

## real practice at work

Since our launch in 2000, we have conducted more than 100,000+ sales, service, and management practice sessions globally. Our methodology enables us to adapt our client's learning material into one-to-one roleplay/coaching sessions and create a personal Action Plan which includes strengths and opportunities for further improvement.

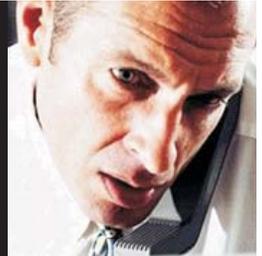
**Anderson Sabourin Consulting Inc.**

People remember 15 to 18% of what they understand in a workshop.

The return on investment for most training sessions is 12% to 15%.

Studies confirm that to learn something it must be practiced and reinforced after the initial training.

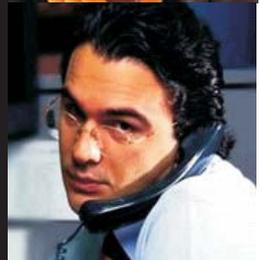
Every profession (except business) demands a practice routine to master critical skills (sales, customer service, call centers, collections).



## practice makes perfect

We offer technology based telephone roleplay/coaching services to increase the effectiveness of your existing training through practice.

Our coaches/roleplayers are certified to the highest standards as well as being professional actors. This combination allows them to create realistic environments that focus on "execution" and "practice" to utilize learned skills in emotional charged situations - performance under pressure.



## real process

Aggregate learning reports and data

Measure return quality audit

Create coaching and learner action plans

Launch program - mobile sessions

Pilot the program with your people

Create scenarios and learner profiles

Adapt your training to roleplays

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