

An innovative way to develop sales & leadership talent in your organization...

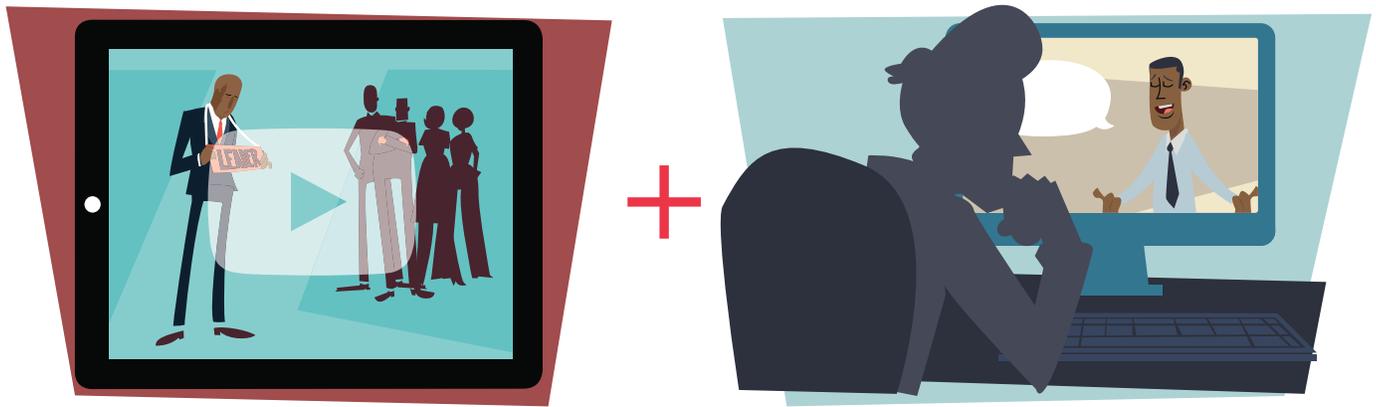


Introducing **Micro-Virtual Professional (MVP) Coaching**: A research-driven blended learning solution that combines micro-training and virtual coaching



A common skills development challenge...

It's no secret that strong leadership and sales training helps your people sharpen the skills they need to succeed. Problem is, most managers lack the time, and sometimes the expertise, to be effective coaches and talent developers. Add to that the complexity that comes with conducting training to remote teams. Enter Micro-Virtual Professional (MVP) coaching.



What is Micro-Virtual Professional Coaching?

Micro-Virtual Professional coaching is a next-generation blended learning solution that helps the people in your organization develop the skills and mindsets they need to be effective leaders and salespeople.

This powerful approach combines **Rapid Learning's micro-videos** with **BTS Coach's highly personalized coaching process** in an exciting new way that increases knowledge retention, sustainable behavior change and ROI. MVP solves the most fundamental problem with training: How to formalize a follow-up process that revisits learning and makes it stick.

Changing behaviors by shifting “mindsets”...

Rapid Learning's six-minute, research-based micro-videos are powerful tools to introduce a behavior-based solution to specific sales and leadership challenges. But learning is a process, not an event, and if there's no follow up the behavior may not be repeated and practiced, which means it won't turn into a sustained habit.



That's where virtual coaching comes in. Through a series of virtual sessions, our coaches revisit the micro-video learning concept, reinforce key points and practice with your team. But they take it a step further by digging deeper and identifying the self-limiting mindsets that prevent your people from changing behaviors. The combination of practicing behaviors with a coach and achieving a mindset shift allows your organization's leadership or sales team to develop new habits and achieve their true potential.

BTS Coaches are explicitly trained to identify the root cause of people's behavior, then achieve a transformational “mindset shift” that leads to new habits. As a result, **97% of BTS clients say they made some or significant change.**

What do your people need most?

Target your MVP program according to organizational, team or individual need.

Learning paths include:

For sales teams

- Core Skills for Virtual Selling
- Prospecting
- Discovery & Qualifying
- Presentations & Communication
- Closing
- And more

For leadership teams

- Leadership Communication
- Employee Engagement
- Leading in Challenging Times
- Performance Management
- Leading Remote Employees
- And more

Or, customize your MVP program to fit your specific training challenges. Our Learning Solutions Experts will work with you to develop solutions that best meet your needs



If you'd like to see how our MVP program can work for your organization, **request a demo** with one of our Learning Solutions Experts. Or give us a call at (877) 792-1272.

About Rapid Learning

Rapid Learning, a BTS Company, is a pioneer in single concept, research-based sales and leadership micro-training. Our goal is to make training easier by providing short (5- to 7-minute) videos that can be deployed in the flow of work. Customers use them as self-directed learning, for one-to-one coaching, and for group coaching. To learn more, visit www.rapidlearninginstitute.com.

In January 2020, BTS acquired the Rapid Learning Institute. BTS is global leader in instructor-led, virtual and digital leadership and sales training. It's team of 700+ highly-trained experts deliver coaching in 34 languages and 37 countries.