



Be The Hot Gossip!

You *know* it happens...

Whether standing in line in the employee cafeteria, hanging out at the coffee station or even riding in the elevator, people in organizations gossip!

It's the quickest way to get information from point A to point B.

So why not get in on this rapid mode of communication?

We're not advocating that you spread hurtful gossip, but we *are* encouraging you to use this form of rapid communication to help market the training in your organization.

We know that learning and development contribute to improved performance in the organization, helping it reach its goals. That's all well and good.

BUT to get the *buzz* going in the organization, you need to reach people where they live:

*Can you make my job easier?
Can you make my boss easier to get along with?
Can you make my employees more productive?
Can you make me more promotable?*

Once you have found their *WIIFM* (What's In It For Me?), you're as good as gold as far as being in on *their* gossip stream:

*Did you hear about that training workshop? I
LOVED it and I totally understand my new role so much better!*

Did I tell you how MUCH easier it is to work with my boss now that he's taken that course?

Did you know that L&D does much more than training? They helped me get my folks back on track and more productive with just a couple of process tweaks!

Did I tell you how, after I completed that program and worked with my boss on implementing some new things, she recommended me for a promotion?

Marketing is not about creating a need. It's about finding out what people's needs are and then working with them to find the best approach. It's about delivering a *brand experience* that only L&D can provide for them. It's about getting results through collaboration.

For more hot tips, techniques and expert advice on marketing training in *your* organization, click on and check out the following sessions we have crafted just for you:

Be a Marketing Maven!

Market Your Training Function and Grow Champions of Training!

Training Essentials Virtual Mini
December 5th

Certified Training Manager:

Manage the Training Function for Bottom Line Results

Four, three-hour VILT sessions
April 2, 4, 10, 12, 2019

Here's to spreading the good we do!

Team M&M

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Managing Partners



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