

## The Full “Elevator Pitch”

We understand how discouraging it is to lose good employees because they don't feel they have the tools and support they need to be successful. We know you need a way to keep good employees. We believe that a carefully crafted training program is the key to developing and keeping your best employees and unlocking a culture where people take pride in their work. That's why we're passionate about creating the training you need, developing the tools to deliver it, and providing the partnership to support it.

## How We Do It

1. Help you pinpoint your specific challenges and identify your goals. [Talk]
2. Collaborate with you, creating a plan to overcome your challenges and walking you through a solution that will help you achieve your goals. [Plan]
3. Guide you through the implementation process and provide ongoing support to you and your teams, ensuring your training solution is successful. [Support]

## Next Steps

So schedule a call. And in the meantime, learn more about the 10 employee training principles. Stop losing your best employees and, instead, help them take pride in their work and the company they work for—sticking around for years to come.

# Brand Story Cheat Sheet

## The Problem

Retention: Employees leave because they don't have the tools/support they need.

## The Emotional Connection

It's discouraging to lose good employees.

## The Need

A way to develop and keep good employees.

## The Solution

- A carefully crafted training program:
  - Keeps the best employees (retention).
  - Helps employees take pride in their work.

## What Do We Have to Do With It?

- Because we believe in the solution (previous slide), we:
  - Create the training (Content).
  - Develop the tools to deliver it (LMS).
  - Provide the partnership to support it (Support).

## How to Get There

1. Talk
2. Plan
3. Support

## Next Steps: Clear Call-to-Action

Schedule a call.

# Brand Story Cheat Sheet

## Abbreviated “Elevator Pitch”: 250 characters or less

A carefully crafted training program is the key to employee development and retention. [Company] is passionate about training, partnering with companies like yours to create, implement, and maintain online training programs that retain thriving employees.