

News



Training by Text Message

A training company is set to use text messaging to reinforce learning when delegates return to work.



The service from sales training company TACK International provides regular 'bite sized' reminders and advice to help delegates apply what they've learned on their sales training programmes once back in the office or the field.

Delegates receive two text tips each week for three months following the course, giving them instant short reminders, wherever they are.

Rob Barham, CEO of TACK International said that the aim was to keep training fresh in the learners' mind. "Because the text tips follow on directly from a delegate's course and are sent from their trainer, they keep the momentum of their learning moving by regularly re-enforcing and reminding the salesperson about relevant topics they can use everyday," he said.

*** How do you ensure that learning stays fresh in people's minds when they are back at work? Share your thoughts by posting a comment below.**

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