

Hybrid Training



A Proven Solution

Manufacturers are expecting an increasing shortage of skilled workers, while at the same time fighting for survival in today's highly competitive global marketplace.

The Tooling U online training site was developed specifically for the unique content delivery needs of the industrial/manufacturing technology market.

We now offer this platform so that you can deliver your own on-demand custom training courses. We help you convert your material to an e-learning format and build your private learning environment for your clients, customers, salespeople, distributors, or new hires. This powerful solution includes:

- A customized website that links directly from your company's home page.
- Custom course conversion and development services provided by experienced Tooling U content developers.

- ASP Model - Available 24/7/365.
- Access to all Tooling U classes.

Value of Training Manufacturing Sales Representatives:

- Faster product launch.
- Reduced cost of training.
- Increased industry knowledge.
- Measured results in real-time.
- Faster ramp-up of new hires.
- Reduced turnover.

Value of Training Distributors:

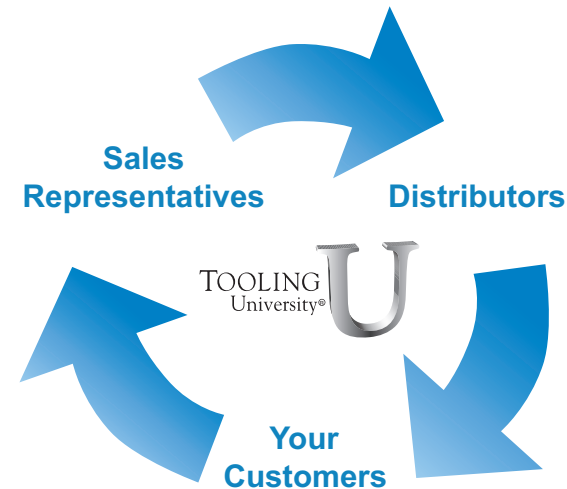
- Faster new-product launch.
- Documented certification program.
- Faster ramp-up of new hires.
- Detailed and documented results.

Value of Training Customers:

- New product launch.
- Detailed results for upselling.
- Faster ramp-up and new production adoption.

Value Proposition

We can combine your company's product-specific training with our extensive list of classes to offer your sales representatives, distributors, and customers a world-class training platform to increase your competitiveness in the global marketplace.



Customer Quotes

"Tooling University's training tools allow us to strengthen our whole value chain. We can finally assess individual training needs, craft a customized curriculum, test and measure how well productivity skills are being retained by employees in sales, sales support and on the shop floor, as well as help distributors and customers globally. And it's web-based, so our training is accessible 24x7, regardless of location, avoiding any costly downtime or travel necessary to gather everyone in one location." - **Michael Parker, Seco-Carboly's Director of Marketing & Product Development.**

"We're continually looking for ways to optimize productivity for our manufacturer clients. Tooling University's training tools allow us to verify and account for gains in expertise, while our sales force gets to access the knowledge on a 24x7 basis." - **Jeffery Holst, Kennametal Director of Organizational Effectiveness.**

Call us at 866-706-8665 to speak with a Tooling U sales representative and learn how we can help you develop the skills and capabilities needed in today's competitive marketplace.

A Cost-Effective Solution

- Teach your sales professionals to better communicate your value proposition.
- Train your distributors and implement certification programs.
- Conduct new product launches.
- Train service, repair and field technicians.
- Train new hires at your company.

An Interactive Solution

- Text-based lessons with audio voice-overs.
- Illustrations and photos.
- Streaming video & audio.
- Interactive dictionary.
- Additional learning resources.
- Link to PDF files to provide additional learning aids.
- Online Assessments: pre-tests and final exams.
- Charts and full audit capabilities by administrator.
- 24/7/365 availability.
- Self-paced.

Tooling University

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