

# The Business Partner Learning University

### Introduction

Training of external business partners such as sales and service distributors is often treated as a product marketing cost. By turning this into a profitable business unit, it provides the impetus to overcome internal constraints such as the lack of dedicated knowledgeable trainers and the need to re-purpose internal content for external use. A purpose built learning system with the features of a 'corporate university' will encourage partners to pay for training as a way to add value to their business.

### The Difference

Unlike traditional approaches to partner training, the Partner Learning University.

- Is run as a self-funding, profitable business unit
- Motivate participants to enroll for courses voluntarily for a fee
- Adopts multiple approaches to learning, combining traditional classroom, online and distance learning
- Utilizes both internal and outsourced trainers
- Is permanently staffed and run as a learning business

### The Challenge

Transforming the existing organizational procedures from an internal training structure to an externally focused learning business require the following makeover :

- Identifying the market opportunity
- Getting management support and buy-in
- Identifying existing resources, including people, things and places
- Creating products and establishing a sales and marketing function
- A business process and systems implementation

### The Solution

Web Synergies's approach is to discover the current strengths of the internal training organization, match it with the target market opportunity and then building the business processes and systems required to fill the gap. This results in a right-fit solution, as opposed to a forced-fit product requiring re-work and customization.



