



Designing Virtual Sales Training to Deliver Impact and ROI

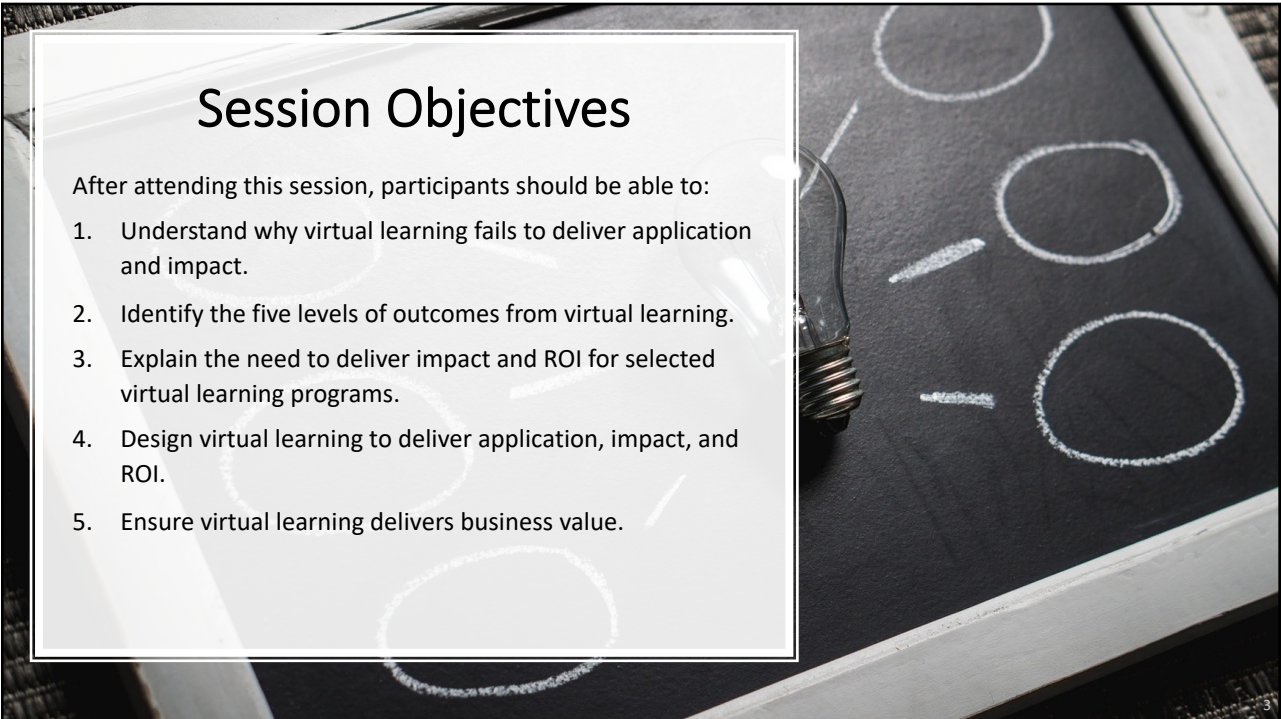
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Resources

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Session Objectives

After attending this session, participants should be able to:

1. Understand why virtual learning fails to deliver application and impact.
2. Identify the five levels of outcomes from virtual learning.
3. Explain the need to deliver impact and ROI for selected virtual learning programs.
4. Design virtual learning to deliver application, impact, and ROI.
5. Ensure virtual learning delivers business value.

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What are the
different types of
virtual training?

Why do they
often fail?

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Poll: What are your biggest challenges around virtual training? (Check all that apply.)

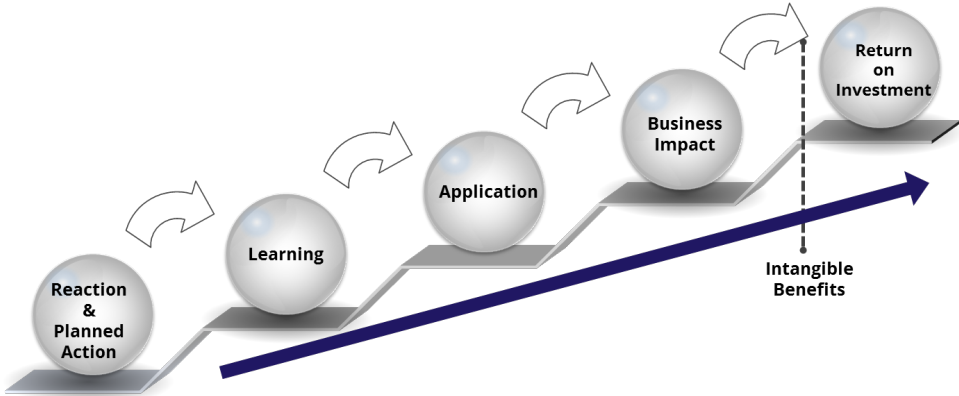
- ☐ Too much time to plan and put together
- ☐ Low engagement
- ☐ Challenges with virtual training technologies
- ☐ Low retention after training
- ☐ Low or unknown business impact
- ☐ Low or unknown ROI

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Five Levels of Outcomes



....and includes a technique to isolate the effects of the program or solution.

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Expect Success: Develop Objectives

Level	Objective Focus
Level 1, Reaction	Defines specific measures of expected reaction to the program as it is revealed and communicated to the stakeholders
Level 2, Learning	Defines specific measures of improvement in knowledge, information, contacts, and skills as the participants and other stakeholders learn how to make the program successful
Level 3, Application	Defines specific measures of actions taken that define success with application and implementation of program
Level 4, Impact	Defines the specific impact measures that will change or improve as a consequence of the program's implementation
Level 5, ROI	Defines the minimum return on investment from the program, comparing program costs with monetary benefits from the program

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Poll: How often do you think about ROI when designing your training program?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Frequently
- ☐ Always

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What are the consequences of not measuring impact and ROI?

For both the trainer and trainees?

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Poll: Do your executives view training as a cost or an investment?

-
- ☐ Cost
 - ☐ Investment

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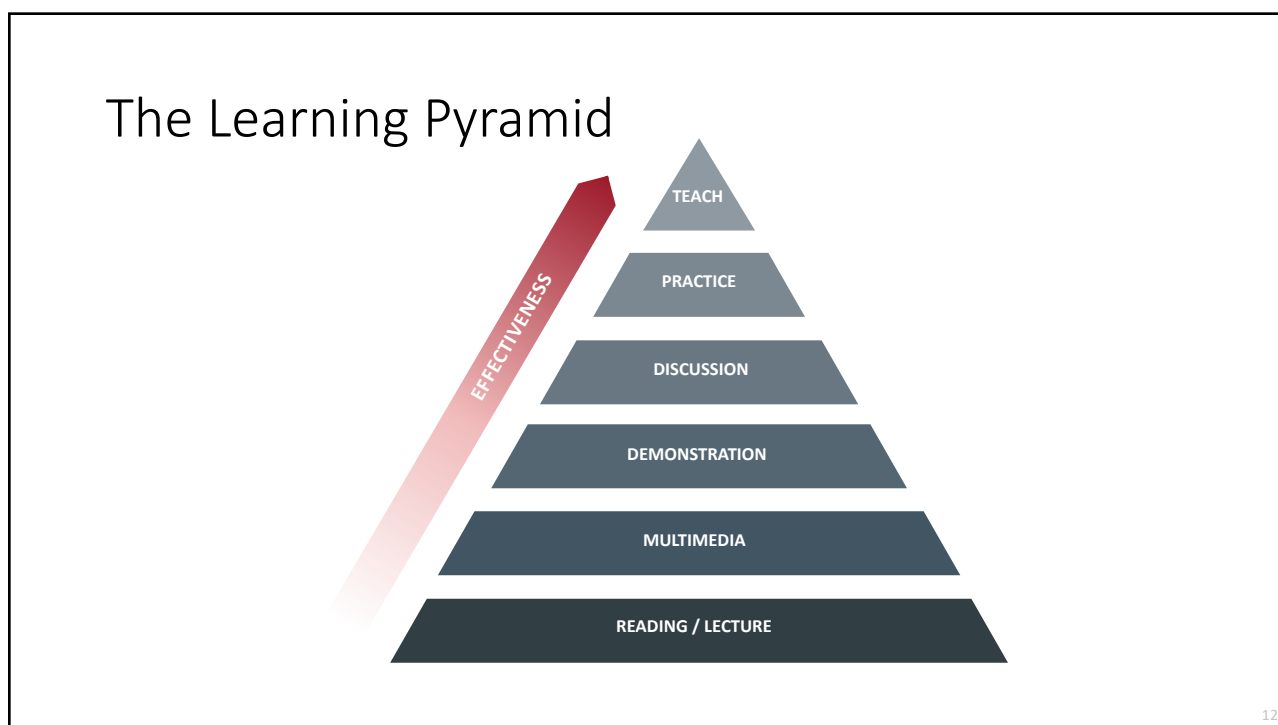
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What you can do to ensure virtual training delivers business value

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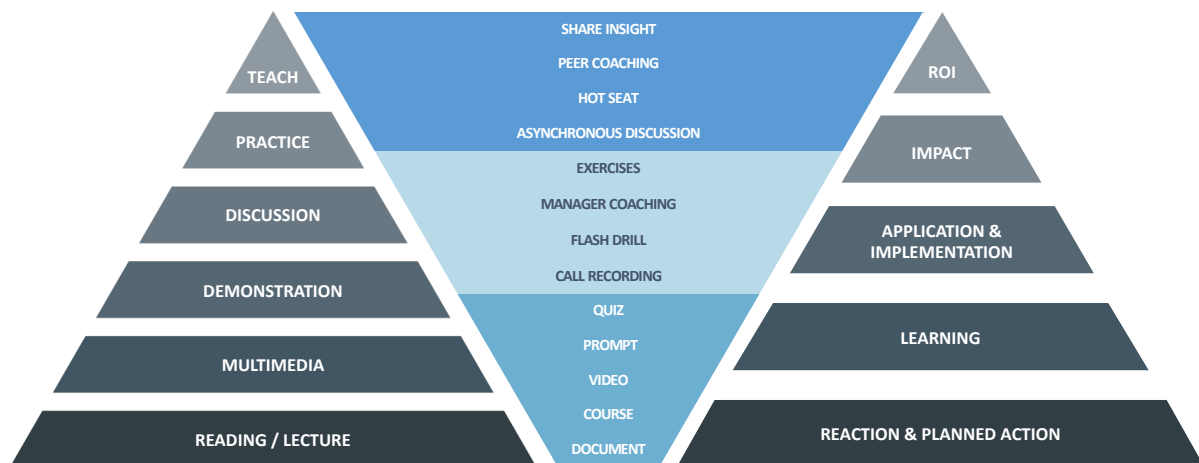
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How Technology Drives Business Results



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Key Takeaways

1. Start with the end in mind.
2. Design with culture in mind.
3. Choose the right mix.
4. Use technology to support objectives.

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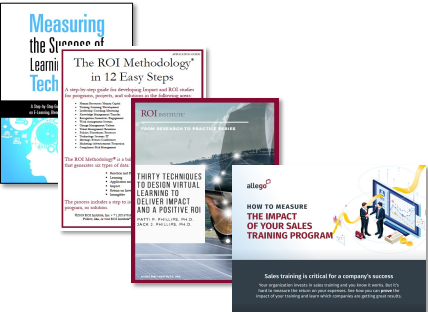


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Scan the QR code or click the link below to receive resources from today's session.

<https://bit.ly/3tNGz0X>



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ROI Learning Center

Hosted by Training Magazine Network
Created by ROI Institute, Inc.

Four realities occur in today's learning and development environment, globally.

1. Most top executives want learning and development to be aligned with the business.
2. The concept of ROI is familiar to most people.
3. Connecting learning and development to the business is not that difficult.
4. Thousands of L&D professionals are routinely doing this.

The ROI Learning Center provides tools, templates, and case studies to help prepare you for success in today's environment. Our goal is to take the mystery out of the ROI process.

Start at Level 1 and explore each level at your own pace. Each of the five levels will bring you closer to calculating the ROI of your program or project. There is also a calculator to help you calculate ROI when you have the appropriate data.

<https://www.trainingmagnetwork.com/roilearningcenter>



ROI INSTITUTE®

- Level 1 Reaction
- Level 2 Learning
- Level 3 Application
- Level 4 Impact
- Level 5 ROI
- ROI Calculator




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ROI CERTIFICATION®

SCHEDULED EVENTS

November 8-12, 2021 — Milwaukee, WI
November 8-19, 2021 — Live Virtual
November 29-December 3, 2021 — Savannah, GA
January 10-14, 2022 — Focused on Healthcare
January 17-28, 2022 — Live Virtual
February 28-March 4, 2022 — Orlando, FL
April 11-15, 2022 — New Orleans, LA
May 9-13, 2022 — Orlando, FL

June 13-17, 2022 — Salt Lake City, Utah
July 11-15, 2022 — Williamsburg, VA
July 25-29, 2022 — Denver, CO
August 15-19, 2022 — San Diego, CA
September 12-16, 2022 — Boston, MA
October 10-14, 2022 — Seattle, WA
November 14-18, 2022 — Atlanta, GA
December 5-9, 2022 — Charlotte, NC

WHAT IS ROI CERTIFICATION?

ROI Certification is a globally renowned process focused on measuring the true value of tough-to-measure initiatives using the ROI Methodology®. Participating in ROI Certification is the most comprehensive way to gain the skills needed to evaluate major programs and to report the most credible results that drive organizational improvement.

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