

Benefits of a Professional Trainer:

Planning to train employees? Hiring a professional trainer can offer the best benefits to your organization. Here's why:

- ◆ **We offer a new, fresh approach.** Often times, external trainers are asked to present messages that you and your management team have communicated yourselves, and now want reinforced. Professional trainers can deliver it in a way that often opens your team up to listening and, most importantly, applying.
- ◆ **Our credentials and experience add credibility to your training programs.** What better way to reinforce the importance of your training topic than to let your team know you've hired an expert in the field to train them? Adults who carve out time to learn want to do so from those who specialize in the topic, rather than from someone with less specialization, or worse yet, one who they may feel does not model the skills themselves. Hiring professional trainers demonstrates your organization places a premium on training and values the growth and education of your team.
- ◆ **We often elicit more interaction and honest input from your training participants.** Let's face it, when you bring work teams together, sometimes the dynamics of their work roles, history together, and company culture can get in the way of the learning environment. Because an outside trainer is often viewed as a more neutral party than someone from within your organization, they are often able to draw out a higher quality interaction and more honest input from participants.
- ◆ **We can share practical perspectives and proven solutions as a result of our experience working with so many organizations.** Often times, organizations are struggling with similar issues and professional trainers, who have worked with a variety of clients, can tactfully share the challenges and red flags learned by others and offer a proven track record for demonstrating how specific training solutions can lead to successful outcomes.
- ◆ **We make it our business to teach adults in the workplace in an engaging, interesting, and practical way.** It's our job to know what works – and what doesn't. And we are regularly learning ourselves to ensure we continue to effectively connect with today's employees.
- ◆ **Hiring a professional trainer often gives the highest return on your training investment.** Consider the entire price of training – including the salaries of employees while in training and the impact training time has on productivity – and you'll see that the price of hiring an external instructor is small by comparison. When considering total costs, you'll want to ensure your training strategy offers maximum benefits – and a professional trainer is often your best bet for delivering programs that will make a difference.
- ◆ **At Cindy Aronson Training, we're confident we'll successfully connect with your team.** We take pride in our affiliation with the National Speakers Association, the leading organization for professional speakers. Our NSA membership is an endorsement of the quality of training provided by our organization. Yet the most important endorsement is the number of companies who have chosen us again and again to train and develop their team. We encourage you to contact them for their perspective on our training outcomes.

It would be our privilege to work with you and your organization too. Please contact us at anytime to discuss how we might assist you in your training needs.