

Kick Training into High Gear with an LMS! **Everything You Need To Know** *And more!*



AUTHOR PAGE:

Julie Garton-Good



Julie Garton-Good, DREI, CDEI, is an education consultant, the author of ten books, and the sole three-time recipient of the “International Real Estate Educator of the Year” award from the Real Estate Educators Association. As an early adopter of online learning, she’s been creating and selling e-courses since 1999. Julie’s the founder and president of the International Association of Real Estate Consultants (www.iarec.com), and is most passionate about professional development training, especially instructor development.

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CHAPTER 1:


What is an LMS?



The biggest acronym buzzword in training today is **LMS**. But exactly [what is it](#), how does it work, and how can you use it to kick training into high gear?

An LMS is a **LEARNING MANAGEMENT SYSTEM** software application that administrates, documents, tracks, and reports the delivery of online education. Simply put, it's the online platform that delivers and manages instructional content.





It's a turnkey
authoring,
marketing, and
administrative
system for training."

Let's say that you've authored a course that you'd like to place online for the world to see...and hopefully, purchase! Just as retailers need locations from which to market goods online and off, you need your own "[LOCATION](#)" online to host and sell your courses.

That's the purpose of an [LMS](#). Think of it as the location where you author your courses (often employing a course editing tool), place your courses online, [SELL YOUR COURSES](#), track who purchases them including the ability to generate detailed reports about sales you've made. It's a [TURNKEY](#) authoring, marketing, and administrative system for training.

CHAPTER 2:

Who Needs an LMS?



Just [who needs an LMS](#) today?---Anyone who has courses to sell, training to deliver, and wants to offer students the flexibility of accessing e-learning opportunities on their own time table 24/7. If launching an online course is in your future, **YOU NEED AN LMS!**

The following are just a few of the many training applications for learning management systems today. Which category best describes your training role?



Employee Training

If you're in charge of employee training, your **HEADACHES** are content management, live classroom delivery, not to mention people issues. How in the world can you pull everything together and still keep your sanity? The answer lies in ramping up a turnkey LMS for online [employee training](#).



Just think. You can seamlessly launch centralized training online, have it available anywhere **24/7**, and run it parallel to, or instead of, live classes.

DigitalChalk™ customers love our dynamic course editing suite that lets you get training online in record time. You control the content, the style, even logo and them **BRANDING**. And for training in the field, employees can access HD streaming video right from their **IPAD** or tablet. It couldn't be easier!

Trainers

Trainers today are constantly being challenged: How can you multiple your efforts in a **COST-EFFECTIVE**, logical way, without diluting your content or delivery?

With an LMS, [trainers](#) are finding ways to clone themselves 24/7 and deliver state-of-the-art training programs effortlessly to students. You create a new stream of “money in the mailbox!”

As will any new training system, affordability is a major concern. Our customers love our pay-as-you-go model

that helps trainers **MAXIMIZE CASH FLOW** without pesky monthly subscription fees, ever. And you can choose from three different account types to customize your online training platform.



Training Companies

If you currently offer a majority of your training in brick-and-mortar classrooms, it's time you expanded your offerings online with a learning management system in order to keep your **COMPETITIVE EDGE**.



A platform like DigitalChalk™ can provide you with a public course catalog plus **DETAILED TRACKING AND REPORTING**. And a fully-integrated shopping cart will take the headaches out of processing registration fees in e-commerce.

As a [training company](#), you're always looking for ways to market your brand. Why not offer **COUPONS AND ADVANCED DISCOUNTS** to entice and retain students? And customizable certificates of completion extend your brand marketing post-course.

Corporate Training

If you're a [corporate trainer](#), your challenges are many...How do employees make **TIME FOR TRAINING**? What if there's no central training site? And what's the best way to train employees at their own pace?



Training via an LMS provides access to learners whenever time permits, and you'll be able to **TRACK THEIR PROGRESS** and document their training, every step of the way. You can cost-effectively design “get started” programs for new hires, plus refresher courses for all employees. And Learning solutions are a great way to **DELIVER MANAGEMENT DEVELOPMENT TRAINING** to busy execs.

Sales Training

Sales training doesn't have to be problematic. **STOP WORRYING** about managing live classroom settings, schedule conflicts, and employee retention by switching to your own LMS for [sales training](#).

With an LMS like DigitalChalk™, you can **ADD ASSIGNMENTS OR CASE STUDIES**, vital in sales training curriculum. And email notifications and user data export will keep you and your students up to date in the communications loop.



Compliance & HR Training

Are you a [compliance or HR officer](#) who's got too much to do and too little resources in **TIME AND PERSONNEL?**

Put your training on autopilot with a learning management system. You can set time limits for course delivery, apply **INACTIVITY TIMEOUT OPTIONS** to courses, and even have **TESTS AUTO-GRADED**. Compliance and human resource training has never been easier with an online LMS.



Safety Training

It used to be that [safety training](#) could only be delivered live, on site, in person. In today's distance learning environment, **NEW CHOICES** abound. Train with voice-over audio, taped simulations online...and since DigitalChalk™ is **SCORM compliant**, your training can be easily accessible by learners in **HD STREAMING VIDEO** while on the job via their iPads and tablets.



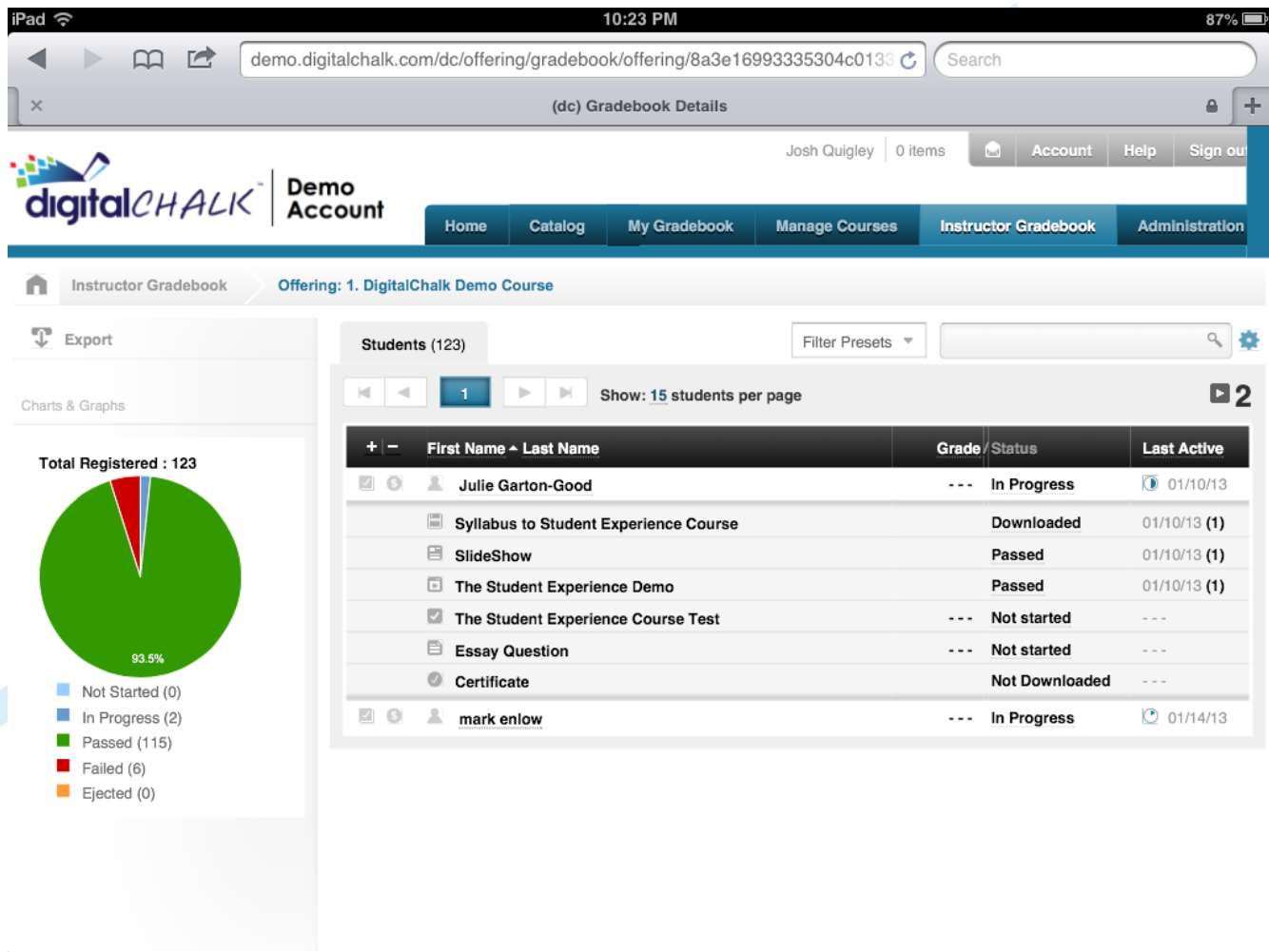
Professional Speakers, Authors & Subject-Matter Experts

If you're like most people who speak and write professionally, you have tons of **GREAT COURSE CONTENT**, but it's not online. And if it were, you could create a whole new stream of **REVENUE!**



A state-of-the-art learning management system can help you massage existing content into a dynamic online format for courses, **E-BOOK SALES**, even [speaking presentations](#). Self-registration allows consumers to access and purchase your products 24/7. And since DigitalChalk™ uses **PAY-AS-YOU-GO PRICING**, there won't be any costly monthly fees to break the bank.

Kicking Training into High Gear with an LMS



If one or more of the [training categories](#) mentioned above describe your role as a training professional, you owe it to yourself (and your business) to check out an LMS today. The bottom line is that **LEARNING MANAGEMENT SYSTEMS** have forever **REVOLUTIONIZED** the way training will be delivered...today and tomorrow.

Isn't it time you kicked your training into high gear with an LMS?



Why DigitalChalk™ is Your Best Bet LMS

We're prepared to convince you. Check out the advantages you'll reap by teaming with [DigitalChalk™ as your LMS](#):

- ✓ A dynamic course editing suite to launch your courses online in record time.
- ✓ Fully-integrated shopping cart to take the headaches out of e-commerce.
- ✓ Pay-as-you-go pricing with no monthly subscription fees, ever.
- ✓ Logo and theme branding, customizable certificates, and secure online testing.
- ✓ iPad and tablet compatible, anytime, anywhere.
- ✓ Training and tech support beyond compare!

Convinced? Great. Your next step is a no-obligation [test drive demo](#).





Free, Live Demonstration

www.digitalchalk.com/demo

Let DigitalChalk™ help you
get your online courses
started today! Schedule a
[free, live demonstration](#) with
a product specialist to learn
more.

