

Kerry Brown Consulting works with companies in the technology industry to help them build their teams' business development skills and commercial acumen. Kerry Brown's role is to drive the growth of his client organisations and maximise the value of their businesses.



"The system itself is excellent - ideal. I can pick and choose the clips I want to use from the library of 1,000 learning chapters and then store my selection so it's ready whenever and wherever I want to use it."

## Kerry Brown: video pick and mix for training consultants

### Tell us a little bit about your current project

It's with a company in the healthcare technology industry that has been struggling for a while with its customer-facing activities. The first thing I did with them was to review their current interactions with customers. My review revealed a lack of commercial awareness and business skills amongst the troops.

As a result I've developed a training programme that will aim to improve the team's communication skills so that they can start to initiate conversations, understand their customer's situation, propose relevant solutions and, ultimately, close deals.

### How have you structured the programme?

I designed a one-and-a-half day programme. The design is focused on developing an understanding of the sales process and the commercial negotiations involved in identifying and closing deals.

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I've also included a session on professional presentation skills to give them more confidence when pitching to clients.

### What's the profile of the audience you're working with?

The programme I've developed is aimed at technical people who need to have a high level of commercial awareness and spot business development opportunities.

### And you wanted to use video?

I wanted to use some kind of video content to create some variety in the programme and keep the interest of the delegates. I didn't want to just play a video programme end to end, but I also didn't want to just stand in front of them talking all day. I needed something that was cost-effective to use on a small scale and bite-sized so I could drop in relevant snippets throughout the day.

I went on to the Video Arts website and saw that they had developed this library of video clips. I thought it was a really interesting way to pick and mix the most relevant content: and I could intersperse the content across the session.

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### And, what kind of content were you looking for?

It was all in the area of business development, presentations and negotiation. I chose content that was humorous and memorable. And because I was able to choose bite-sized chunks it was all short, sharp and to the point.

### How do you rate the functionality of the pay-as-you-go system?

The system itself is excellent - ideal. I can pick and choose the clips I want to use from the library and then store my selection so it's ready whenever and wherever I want to use it.

Speak to Video Arts about video streaming and downloads for training consultants

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