



FOR IMMEDIATE RELEASE

Skip Miller Sales Academy and Lightspeed VT Team Up to Offer World Class, Virtual Sales Training to Anyone, Anywhere

Dynamic Learning Center delivers sales training solutions faster than ever and offers managers unprecedented visibility into students' progress

SAN JOSE, CA — September 17, 2012 — M3 Learning and Lightspeed VT today announced the launch of **Skip Miller Sales Academy**, a web-based interactive virtual sales training system designed to help companies improve their employees' sales skills, reduce the sales cycle, increase the average sales price, and give sales people the confidence to call high and stay high.

A dynamic system for gaining practical new sales tools, the Academy's library of instructor-led interactive training modules covers topics featured in *ProActive Selling*, the runaway best-selling book authored by world-renowned sales trainer, Skip Miller, and published by the American Management Association.

Each of the subject modules in *ProActive Selling Virtual Training*, are designed and presented in digestible segments, approximately 5 minutes in length, and include interactive testing and simulations to assess a student's grasp of the sales tool being presented and their ability to execute the principles learned. Additionally, if a student needs extra help, the technology deploys a brief review of the sales tool and then re-tests their proficiency until they can effectively apply

the vital skills taught. Test questions and exercises are randomly generated to keep learning opportunities fresh and engaging.

The Academy's Learning Vault — including interactive video-based training modules, downloadable resources and workbooks, post-tests and review sessions — is available to anyone, anywhere for a low monthly subscription fee. Additionally for no extra fee, the Academy offers managers unprecedented visibility into what their reps are learning and doing on the site with real-time reporting and notifications on multiple levels. A benefit is that a manager will know instantly if a rep is struggling in a particular area and can plan targeted interventions.

For more than 15 years, Silicon Valley's fastest growing enterprises, in addition to large brands and start-up businesses, have utilized the tools featured in ***ProActive Selling*** to drive their organizations forward and grow market share. "This represents a change in training that is both profound and significant. Now, for the first time, world-class training is available to organizations and individuals on a interactive virtual 24/7platform," says Tom Von Karl, COO of the Academy.

"This is the future of training," says Brad Lea, CEO of Lightspeed VT. "With more companies doing business globally and rising hotel and travel costs, organizations are looking to the virtual space for more cost effective and efficient training solutions. Not only is it less expensive, it's more effective, scalable and it measures everything. It's almost like having a personal coach working with you or each of the employees one on one. It is the best possible way to learn, with repetition and accountability," he added.

"Skip Miller Sales Academy accelerates an organization's success by enabling sales professionals to gain the skills they need to be more proficient and productive — anytime, anywhere," continues Von Karl.

Benefits of the Academy as noted on the company's website include:

- Delivers sales training solutions — faster than ever
- Offers increased learner autonomy
- Provides real-time communication, motivation and leadership to keep everyone singing from the same sheet of music
- Eliminates lost production from taking sales people out of the field
- Self-paced learning path allow sales reps to learn anytime, anywhere and to track their progress
- Shortens sales cycles with relevant and proven tools and techniques
- Provides unlimited time for review (ideal for reps who want a quick review before meeting with prospects)
- Lowers training costs; no travel, meeting or hotel expenses
- Brings new hires up to speed and assesses their level of readiness through online reviews and testing
- Improves collaboration across the enterprise by getting everyone in the sales organization speaking the same language
- Provides on-line competency tools
- Gives managers real-time 24/7 reporting for each sales rep
- Provides a flexible learning experience for sales professionals at all levels

The Academy is continually adding new course material to the system and is preparing for the launch of its second course: *ProActive Sales Management*.

For more information on the Academy, visit www.MillerSalesAcademy.com or call 408.399.9243. For more information on Lightspeed VT, visit www.lightspeedvt.com or call 702.369.4260.

###

About Skip Miller Sales Academy

Skip Miller Sales Academy is committed to developing and teaching sales tools that help people and organizations realize their full potential. For over 15 years, Skip Miller has provided sales training and sales solutions to many of Silicon Valley's fastest growing enterprises as well as established brands and start up businesses.

About Lightspeed VT

Lightspeed VT is a global leader in interactive experience-based training and communication technology. Through its proprietary rich media video based content delivery system, engaging simulation tools and deep, real-time reporting and notification metrics, Lightspeed is helping companies decrease costs, improve profitability and exceed goals in all areas of business.

Media Contact:

Susan Love

408.867.6324 or cmg_susanlove@yahoo.com