

### **LearningGuide Solutions: Learning is moving out of the classroom**

This time we are talking to Lilian van Eijndhoven, Product Marketing Manager at LearningGuide Solutions, a supplier of performance support solutions for end users. The market has undergone several changes in recent years, and LearningGuide Solutions has changed accordingly. The focus has shifted from classical learning to learning on the job. In response to this change the products have also been adapted. All forms of learning are possible via the LearningGuide products, such as learning on the job via an EPSS (electronic workplace performance support system), but also e-learning and making books for use in a classical training system.

“Competition in the training market is fierce,” says Lilian van Eijndhoven. “It is very important to have a good marketing strategy in order to stand out.” In response to the increasing national as well as international interest in the LearningGuide products, offices were opened in the United Kingdom and in the United States in 2005. Setting up a corporate marketing policy is a result of this internationalization, but tuning the plan to local markets is also very important. The e-learning market is even more active in America than in the Netherlands, with regard to both competition and exploitation. “If you want to be a major player in America you have to do that little bit more,” states Lilian van Eijndhoven. “The focus on business growth and the drive to be considered a major player call for growth in the field of marketing as well.”

Since the beginning of this year LearningGuide has applied telesales as an important marketing instrument in the Netherlands. The organization also uses additional marketing activities such as e-marketing, web marketing, events and direct mail. An internal telesales team has been set up to provide in-house knowledge and to ensure good contact with the account managers. The projects are highly targeted and use a vertical approach and an application approach. There is also a general leads campaign, which uses, among others, the Computer Profile database for lead generation.

Besides the proactive deployment of all these marketing tools, LearningGuide is of course also dependent on IT developments in the market. In the past year a strong focus was placed on assisting customers with the implementation of ERP and ECM solutions. For this a successful telesales project was carried out to support sales. Next year the focus of the marketing activities will be the arrival of MS Office 2007 and Vista. The content is already under development.