

The significance and value of training has long been recognized, and using video in your training efforts helps increase the knowledge and skills of its viewers.

Training videos can be used to:

- Raise the proficiency and productivity of your workforce, distributors, and customers - people remember what they "see" three times longer than what they "hear"
- Motivate/Energize/Inspire
- Show action - help customers visualize how your product works
- Improve consistency - train the same way every time
- Increase the capacity to adopt new technologies and methods
- Maintain compliance
- Save on travel expenses



Saratoga will help you develop an effective training program that inspires, motivates, and instructs.

Tips for Creating a Great Training Video

To keep your audience motivated and engaged in your training video, follow these guidelines:

Use Different Media - Graphics, photos, and animations help keep the audience interested in what you want to convey

Use Actors, Presenters or Drama - Add life to your program by using people and/or scenarios

Be Informative - Keep your message concise and relevant so the viewer stays interested

Use Call-outs - Utilize bullets and text to highlight important information

Keep it Pleasing - Utilize upbeat music to move the viewer through the program

Maximize your Effort

Training videos can be used for many different purposes:

- Safety Training - Educate your workforce towards safer behavior, and greater compliance with your safety standards
- Product/Equipment Training - Visually demonstrate how your products work, how they are installed, and how they can be repaired and maintained
- Software Training - Demonstrate click by click how software features work, plus techniques to improve efficiency and keep skills sharp
- Sales Training - Motivate reps to increase their sales performance...quickly and dramatically