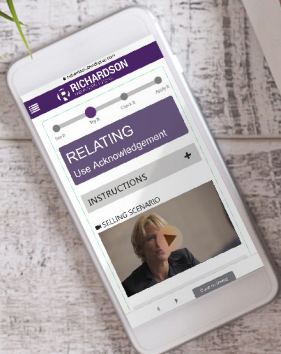
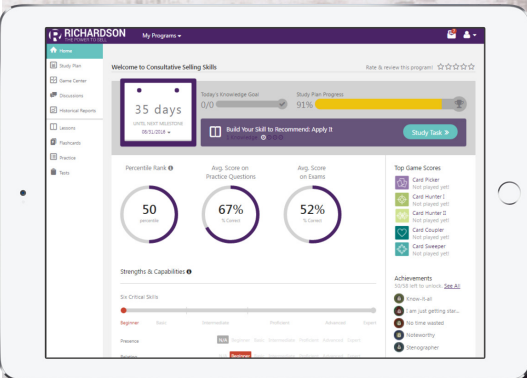


# RICHARDSON ACCELERATE™

Digital Learning Platform  
Built to Inspire Sellers  
and Drive Results



RICHARDSON  
THE POWER TO SELL





**WHY**  
ACCELERATE

MULTI-GENERATIONAL  
WORKFORCES





## BUILT FOR SALES

Richardson Accelerate™ is flexible and built to fit your selling teams, no matter who they are, where they are, or what they need to know. As a standalone online solution, Accelerate reaches remote users and improves the skills of your distributed teams. When a more centralized approach is practical, combine Accelerate with classroom training to deliver a highly effective blended-learning experience.

## SOLUTIONS FOR A MULTI-GENERATIONAL ORGANIZATION

It's very likely that boomers, Gen Xers, and millennials are all selling side-by-side in your organization, and that might be a problem if predictable results and a consistent customer experience are important. Accelerate adapts to the learning style of every seller, allowing you to create a consistent set of skills across your multi-generational sales team.

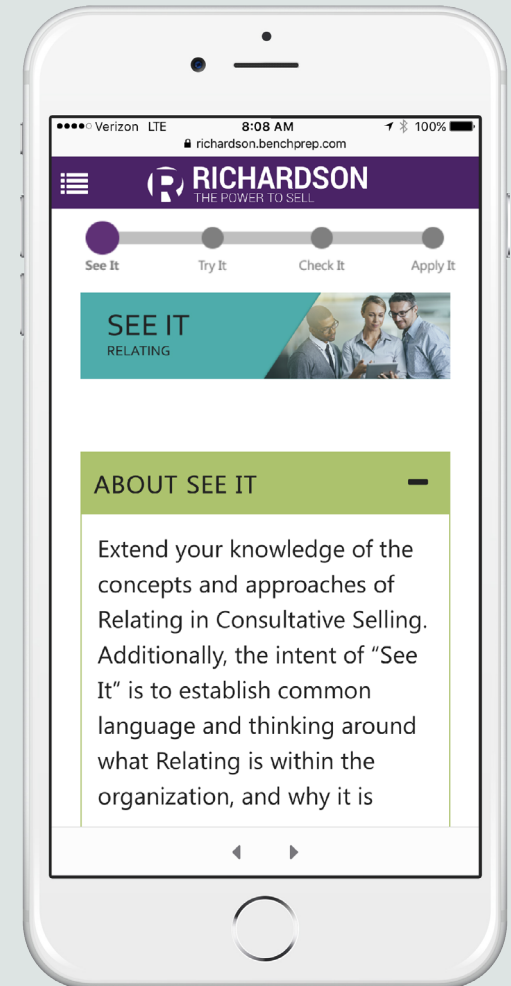
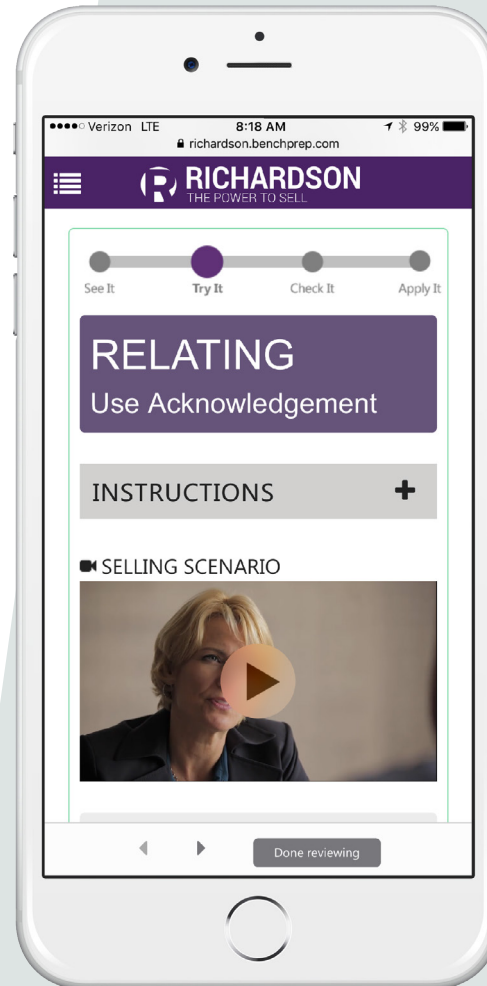
# HIGHLY DISTRIBUTED

# RAMP QUICKLY


Time-to-proficiency is critical for new sellers because long-term success often depends on the confidence that comes with early wins. Accelerate is a great on-boarding solution because new employees start learning on day one.

## VIDEO-BASED LEARNING

brings selling skills to life by showing the difference between effective and ineffective selling behaviors.







Self-contained lessons deliver **BITE-SIZED CHUNKS** of learning to new sellers, making it easier and faster for them to understand and apply in practice.

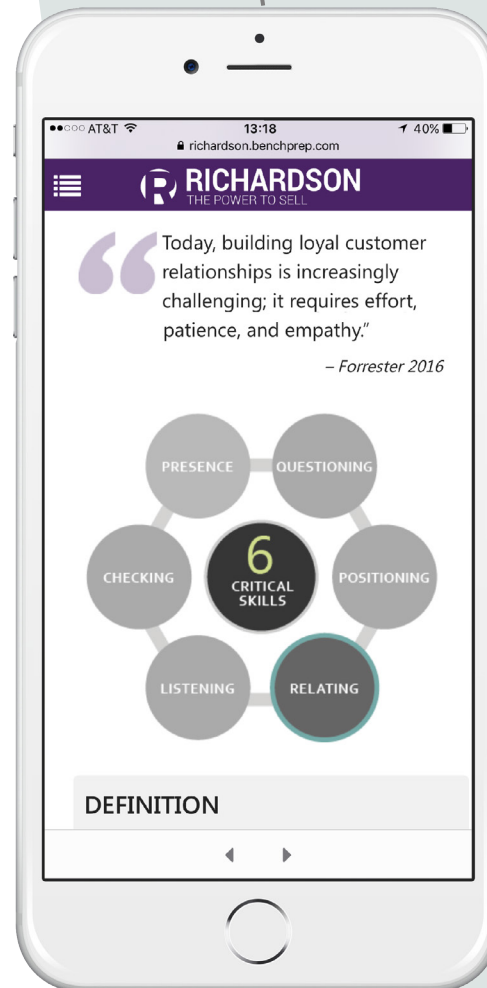
# LEARN FAST

**A**ccelerate uses a variety of learning techniques to reduce the cognitive load on learners, making concepts easier to absorb and recall.



# KEEP SELLING

New selling skills are in high demand, but revenue pressures are relentless and don't go away while sellers sit through training. As part of a blended-learning experience, Accelerate minimizes time out-of-market by reducing the time sellers spend in the classroom.



## ANIMATED INSTRUCTIONAL MODELS

teach learners the definitions and components behind key selling concepts, giving them an engaging way to see the model in action.



# LEARN EVERYWHERE

Accelerate is built on mobile-first technology, enabling you to meet learners where they are. Sellers learn when and where they want on whatever device they choose.





# BEFORE

Awareness | Learn Concepts | Practice Concepts

1

## ADAPTIVE LEARNING DASHBOARD

Keep track of sellers' progress, milestones, and daily learning goals. Real-time sliders visualize skill development.



2

## LEARNING PATH

Users always know where they are, what's next, and how they are doing.



3

## BASELINE CHECK

Prepare sellers for learning and track progress.



4

## LEARNING MODULES

Video-based scenarios, animated models, games, and several other interactive elements form an active learning module, allowing learners to practice skills online before walking into the classroom.





# DURING

Role Play | Feedback

# AFTER

Coach | Check | Sustain

5

## SKILLS WORKSHOP

Workshops are led by Richardson's sales experts and are supported by learner data from Accelerate.

6

## SOCIAL LEARNING AND GAMEFICATION

Sellers collaborate and compete with peers as they learn.

7

## FINAL CHECK

Validates learning and shows how far the learner has come.

8

## SUSTAIN

On-demand modules are searchable and always available.

9

## MANAGER REPORTING

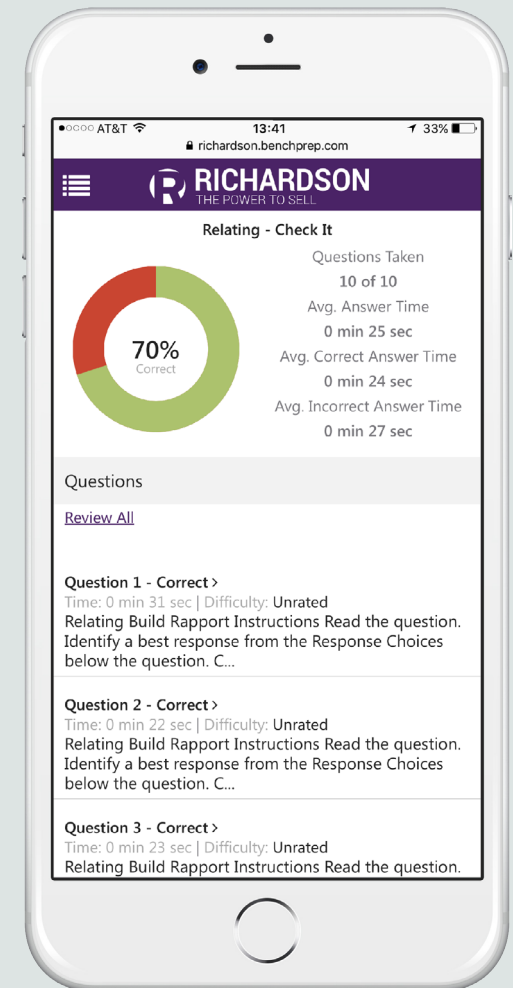
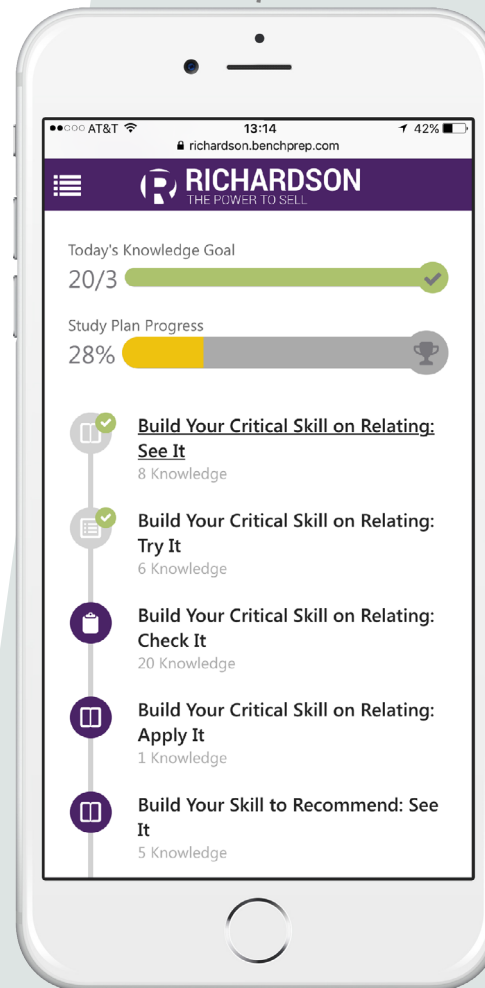
Learner — and group-level analytics inform managers and promote coaching interventions where and when needed.






# TRAIN EVERYONE

As selling environments become more complex to accommodate aggressive growth strategies, selling teams are more integrated than ever. Inside sales, outside sales, product specialists, SMEs, and customer support all interact with clients and are all potential points-of-failure. Accelerate is flexible and built to extend budgets so that learning reaches the people who need it.







Accelerate's learning methodology is built on independent blocks of content that can be scaled and targeted as needed. Accelerate adapts learning to the needs of sellers, allowing them to dive deeper into the content when and where they choose.

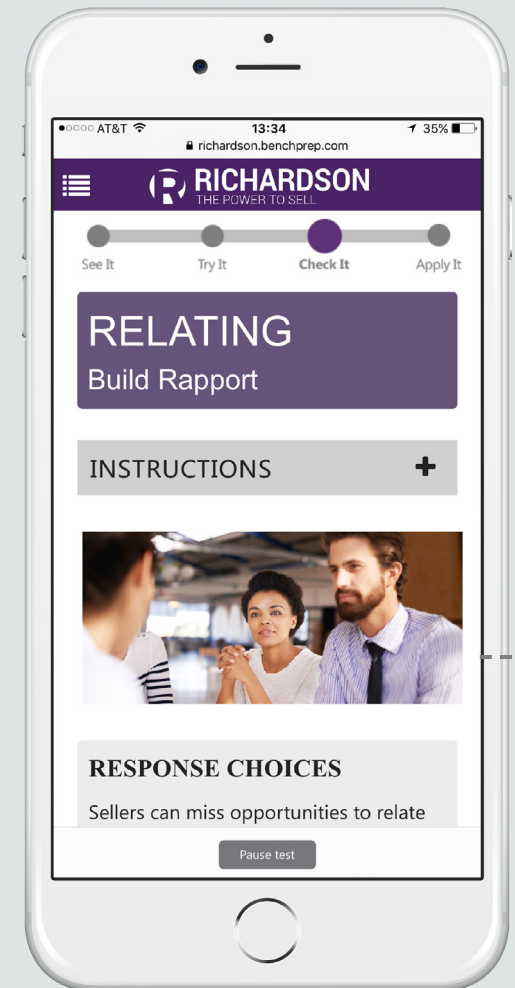
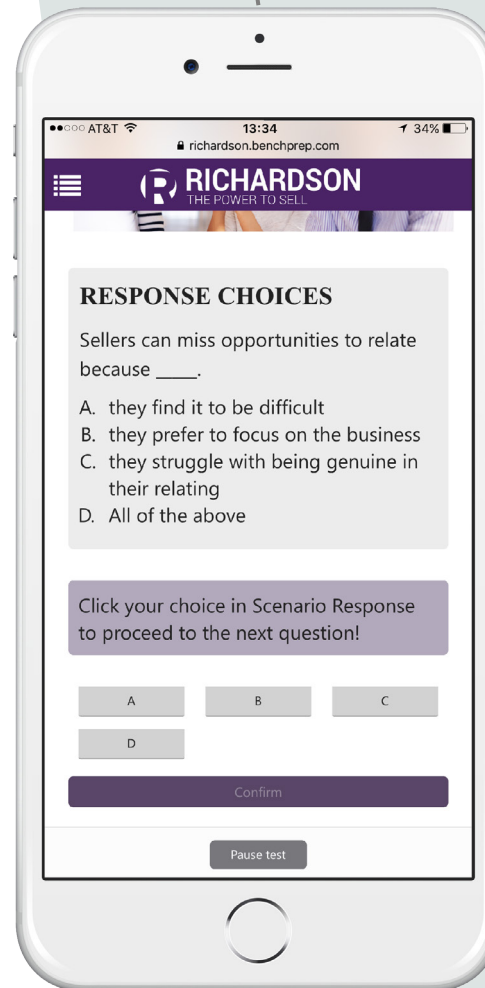
Sellers maintain a good understanding of how well they are learning and where they need to apply more effort. Accelerate uses adaptive technology that knows the learner's knowledge goals and progressively adapts their daily work efforts needed to keep them on track.

# ADAPT TO ANYONE




# INFORM MANAGERS

One great advantage of technology is the ability to capture data and transform it into actionable insight. Richardson Accelerate™ takes advantage with learner-level analytics that tell an objective story and promote coaching interventions where and when they are needed.







The baseline assessment benchmarks sellers' starting points and prepares them to learn, while the end of course assessment shows exactly how far they have come.

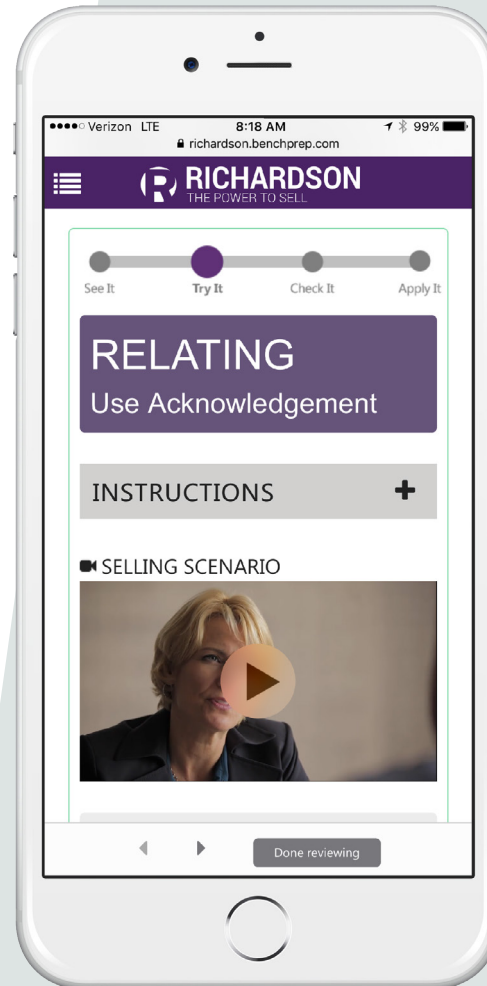
Formative quizzes check progress and redirect learning to areas in need of improvement.



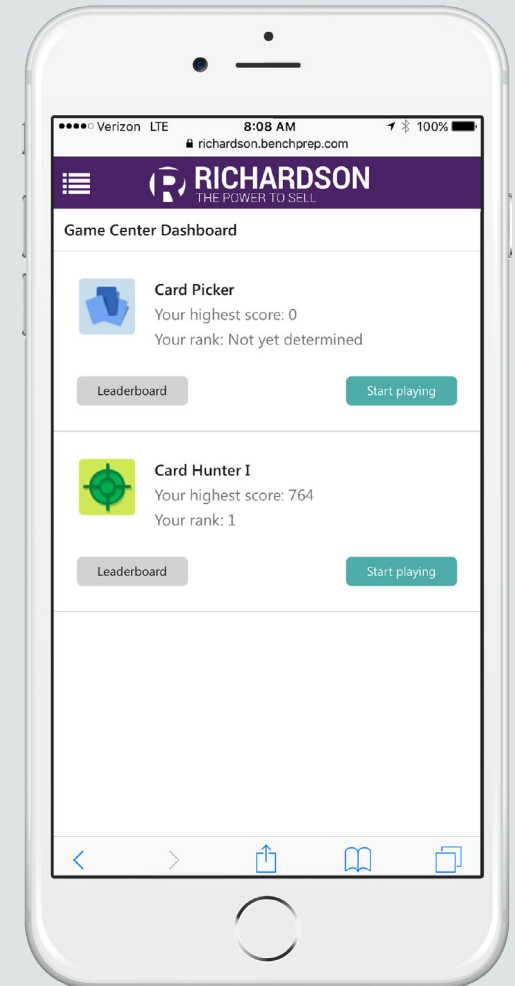
# INSPIRE SELLERS

Accelerate inspires sellers through a highly personalized learning experience. It is a learner-centered approach where video-based scenarios, game mechanics, and interactive activities teach sellers essential skills and deliver learning when and where it works for the learner.

Video-based coaching shows sellers the difference between good and great selling behaviors.

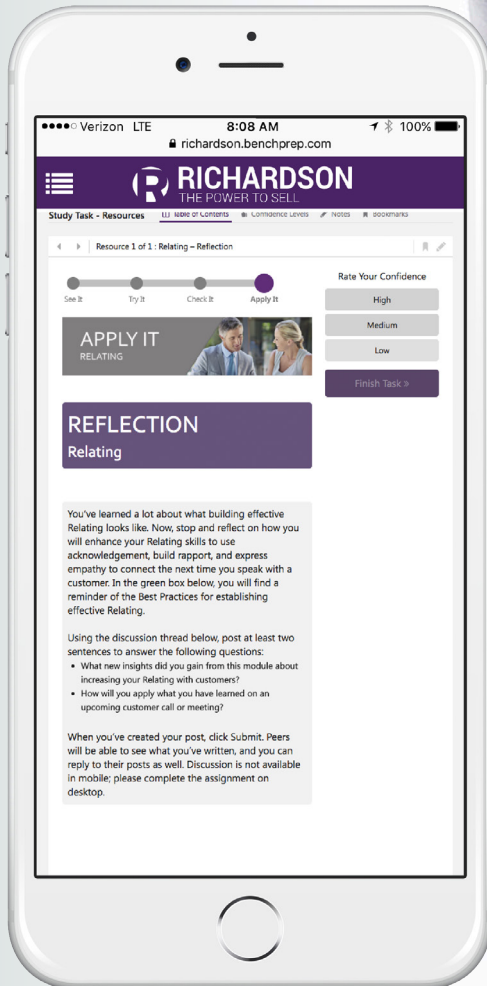


Leaderboards and badges motivate learners, showing them how they are doing compared to their benchmarks and to others across the organization.





Learners always know where they stand. Confidence Scoring allows sellers to revisit topics that need more attention.





THE  
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Contact the Richardson Team at **215.940.9255**  
Visit us on the web at **[www.richardson.com](http://www.richardson.com)**