

BayGroup International Launches Two New Web 2.0 Capabilities: “Insurance Policies” for Sales Training ROI

April 1, 2008 (San Francisco, California, USA): BayGroup International (BGI), a leading global performance development firm, has released two new Web 2.0 capabilities designed to boost sales team results and increase return on sales training investments.

According to Gregg Crawford BayGroup International CEO, “Our new Web 2.0 solutions help sales organizations meet the challenges of a Sales 2.0 world. They address a number of important critical issues faced by major sales forces: improving management coaching effectiveness, boosting retention and use of new skills, minimizing time out-of-field, leveraging the internet to deliver on-demand sales training, and supporting delivery of cost-effective sales training of remote offices and channel organizations.”

The two new capabilities are:

- **BGIwebcoach™**, a Web 2.0 subscription-based community for managers and other BGI program participants that delivers management coaching and BGI program participant reinforcement 24/7.
- **BGIonDemand™**, a Web 2.0 subscription-based HD video training programming delivery platform.

The new capabilities fully leverage Web 2.0 technology. They deliver “anytime, anywhere” access to content through personal computers, suitably configured mobile phones, Apple iPods and Microsoft Zunes. Content is regularly updated, and is delivered in a number of forms, including:

- Easy-to-use online tools to help managers provide efficient, effective field coaching.
- Web-based, self-paced instruction
- On-demand HD video programming that reinforces concepts and skills from BGI workshops
- Podcasts and BGI expert-led webinars
- Sales community features such as threaded discussion groups, expert blogs, and wikis
- Flash-based on-demand reinforcement training
- RSS streaming of content to user mobile devices
- Content testing (which can support certification of sales staff)

According to Crawford, “These new platforms act as ‘virtual coaches,’ available to managers and individual contributors ‘on demand’ to help them stay on top of their games, get new ideas for selling more business, access best practices, and coach their teams for top results.”

BayGroup International’s Web 2.0 capabilities reinforce profitable use of BGI concepts and skills, and can also host existing client-specific content (such as video messages by company executives), as well as completely new content developed to support client strategic go-to-market initiatives.

Sean Carew, BayGroup International’s Manager of New Product Innovation, says “These new Web 2.0 capabilities not only provides a wealth of on demand content, but does so in an easily accessible, easily deployable, and highly secure way. They can be tailored and co-branded. And they are accessed securely from behind the firewall.”

BayGroup International is a global performance improvement firm that helps corporate leaders execute strategy quickly, profitably, and with high impact. The firm helps its clients close the gap between strategy

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and desired results by embedding a powerful, management-driven discipline for building *Pivotal Agreements*—with customers, with suppliers, and between employees—that make or break business success. Since its founding in 1980, Baygroup International has build a select client list of major global corporations, focusing on the technology, telecommunications, pharmaceuticals, transportation, consumer products, insurance, and financial services industries. Gregg Crawford, Baygroup International’s President and CEO, recently published *The Last Link: Closing the Gap That is Sabotaging Your Business*, which appeared on the best-seller lists of the *Wall Street Journal*, *New York Times*, and *USA Today*.

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