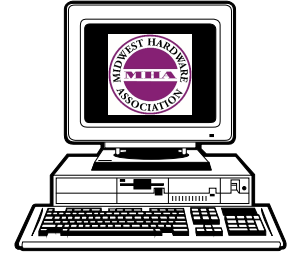


# 20+ Reasons the On-Line Campus is Right for Your Store

Video-based programming is how younger people learn...they are less likely to study printed material.

Very short lessons...unlike video- or CD-based programs. Self-study is always difficult, but if the lesson goes on and on and on, it's easy to get up (either physically or mentally)...and not come back.



Didn't "get it" the first time? Take the lesson again as many times as you'd like...no extra charge.

Don't have to download a gob of software to view programs.

Completely adaptable to activity in the store...busy, wait...blizzard, great day to learn...too hot, go to an air conditioned place...too cold...

Consistent messages...not the case in live seminars.

No schedule...unlike seminars and webinars. If you're busy on July 21 or September 15, do it later.

Maximum options for places to study...unlike store meetings. Employees can study at home, at the library, in the store office, or just about anyplace where there is a computer with high speed Internet access. Some progressive dealers have set up a study room. You and your employees decide what works best.

The program design recognizes the best way to teach/learn is to learn one thing and work with it, learn another thing and work with it, etc.

Tests with lessons...managers can see how learning is progressing and follow up where needed.

No equipment investments. If you have a computer or Internet capable personal management device with high speed connection, you're ready.

Not limited to one category of employee. The campus has sales, management, safety, and customer courtesy topics...a lot of them.

Several can study at the same time. More than one person from your store can be in their home taking a lesson...at the same time, many employees from other stores could be taking the same lesson.

If you have a large screen TV that connects to a computer, you can do group meetings. Or, if you have an LCD projector, you can connect it to a computer and turn a room into a theater.

A mix of instructors...much like a college campus, you have well-known industry experts and other nationally respected speakers.

Dirt cheap. Regardless of the size of your operation, you can't buy training of this quality, at this price, any where else.

Easy quarterly payment option.

New programs added each year...subscription stays the same. Wouldn't that be a great thing to have with your cable TV service...same monthly fee, more to see.

No extra costs...such as travel, hotel, and meals. Some learning will continue to take place in a workshop setting with an instructor/coach, but many important topics can be learned on-line.

Nothing to get lost, out of date, or damaged. Does anyone know where the video tape on selling is? Is that the latest version? What happened to this DVD?

Endorsed and supported by your association...the MHA is a source you've trusted for 113+ years.

Tax deductible. Regulation 1-162-5(b) allows employers to deduct things like subscription fees paid to improve employee skills.

This is clearly the way training will be done in this century. Those who started using it early on have found that employees quickly learn how to locate and take lessons in a time-efficient way. Employees also spot the new lessons being added.

Find out if the On-Line Campus is right for you. You will have access to all the courses, all the student guides, all the tests. Give it test drive TODAY, call Roger at 1-800-888-1817 and ask for your free 14 day trial.



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