

Best Practice #21: Build an Evidence Book

An invaluable tool for future sales, the Evidence Book may include:

Testimonial Letters (See Attachment X)

Bio & Related Information

Product Information & Photographs

Business Cards

Flyers

Courses & Books

Evaluate

Certificates of Completion

Customer Satisfaction Sheets

Training Plans

Information about Learning Styles

Training Process

Price & Program Sheets

Partnerships

Charts

Instructor Information

Assessments

Giveaways

Institutional Benefits & History

Web Site

Best Practice #22: Identify Unmet Needs and Opportunities

Evaluating unmet needs and opportunities may involve looking at existing customers with fresh eyes. Be pre-emptive. There may be many opportunities to expand your business with companies with whom you have been working for years. To be increasingly successful, anticipate your clients' needs in advance. Be proactive. Suggest support they might need at the next level. Review existing client businesses to determine if you might:

A. Offer credit programs on site

Many community colleges work with faculty to design policies and procedures to ensure the quality and