



Credit Skills & Management (Pty) Ltd

## What's happening to your training budget when you are not looking?

When people attend training, they don't have much knowledge about the topic that they are to be trained on. (Otherwise, why do they attend the training?) Getting the knowledge component of a training intervention into the heads of learners, takes as long as what it takes the slowest learner to master it. Trainers spend roughly 60% of their training time just to achieve this. You, our customers - pay for this hidden cost. You pay your staff to sit in a class room, you pay for the venue, the tea, and you pay for the cookies.



The other 40% of the training time is where the *real value for you*, our customer, lies. That's when the trainer changes the minds of your employees. That's when they integrate the knowledge component with new attitudes and a new commitment to add new value to their work so that they can perform better. We are sure that you are happy to pay us our fee when *performance improves*.

Imagine how much happier you would be to pay us our fee for these same results, but you don't also have to pay for

all the hidden stuff that is happening during the 60% of total training time.

## E-Learning changes all this.

E-Learning shifts the hidden costs away from you as employer. When your learners attend a course blended with e-learning, they have already mastered all the essential knowledge components of the course while there were no other pressing demands on their time. Instead of three days away from work in the classroom, three days of expensive venue time, three days of tea and cookies, three days of, this is all reduced dramatically with E-Learning to say one or one and a half day, depending on the course material.

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### 4.1 The Credit Department's Functions

**The credit person fears bad debts, whilst the sales person fears low sales figures.**

Quite often when a decision is taken to decline the account, you will find friction between the credit and sales department's.

**Why do you think this friction occurs?**

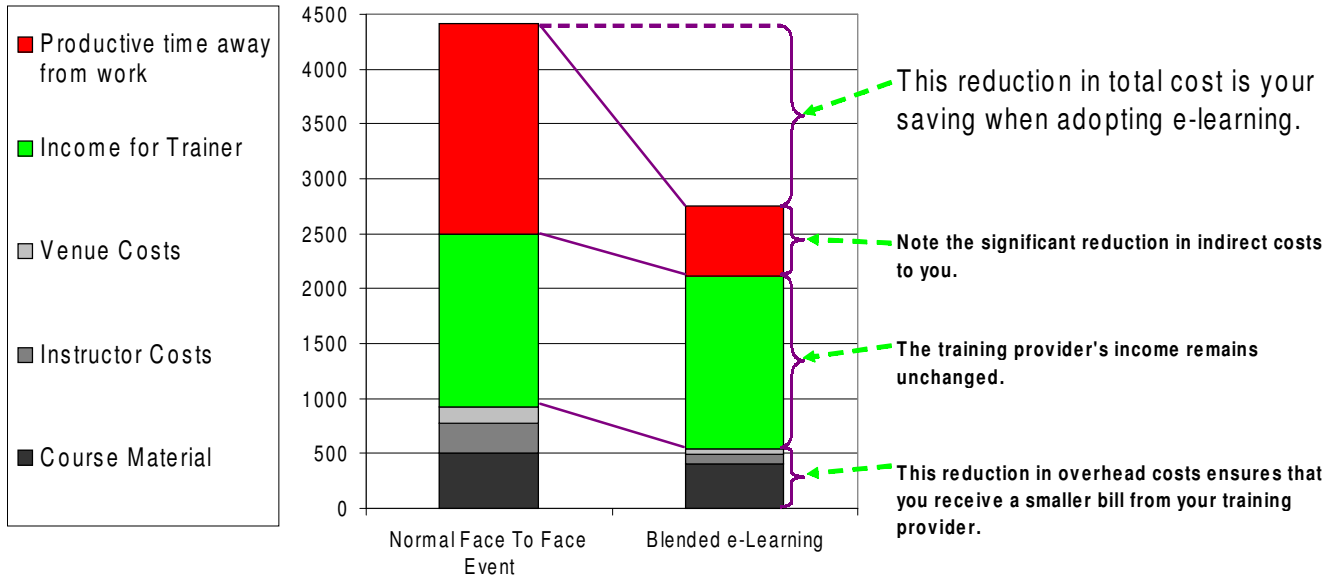
The credit person fears bad debts, whilst the sales person fears low sales figures. This is normally to the detriment of the company's overall objective. These objectives can be expressed as profitability versus service objectives.

But, credit and sales have one prime objective, which is the development of increasing sales volume i. e. promoting profitable sales. Because we find the two teams in different positions it might appear that credit and sales have different objectives. However, the true picture is that the

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**A case study:** The traditional three day training intervention is compared to a one day intervention blended with e-learning. The same outcomes are delivered, at a price of R2500 to R4000 cost-per-delegate range. The graph below details the direct as well as hidden costs in a course that you think you are paying R2500 per learner for.



Much has already been written about the benefits of e-learning, but let's re-cap briefly:

- Because learning time is reduced, e-learning has the potential to offer significant cost savings. **Retention** and application on the job is also improved with e-learning because of consistent, numerous and tireless **formative assessment strategies** that can be built into it. The confidence of learners is also boosted, because they feel comfortable with the fact that they will always have access to the material on their PC's.
- E-learning also has its draw-backs such as inappropriate and expensive graphical and animation content and some developer's insistence on costly delivery modes. Not all material is suitable for e-learning, but trainers that do use it follow **a blended approach**. E-Learning is "blended" with traditional classroom training. The knowledge component of the training is delivered via e-learning whilst the attitudinal and behavioral skills are taught in a class room. At CSM, this is the approach that we choose to follow. **No Development costs – just implementation – no that's a Saving!**

Please give us a call or visit our website so that we can discuss these significant cost savings with to you today or Visit : [www.creditskills.co.za](http://www.creditskills.co.za)

Contact: Kobus Nel  
Marketing Executive  
Tel: (+27) 011 792 5895  
Cell: 084 581 7955  
Email: [kobusnel@creditskills.co.za](mailto:kobusnel@creditskills.co.za)



"To Your Credit!"

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