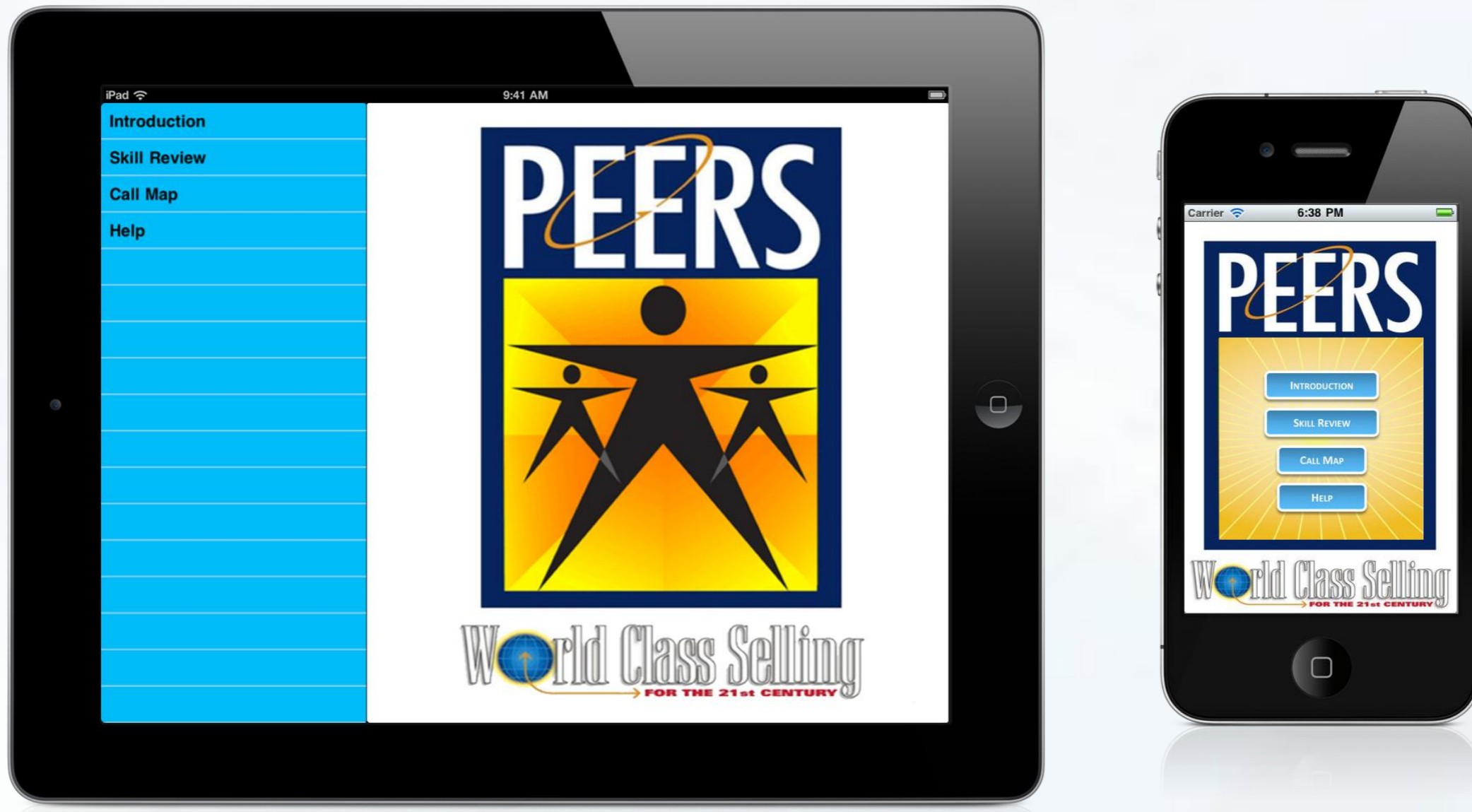
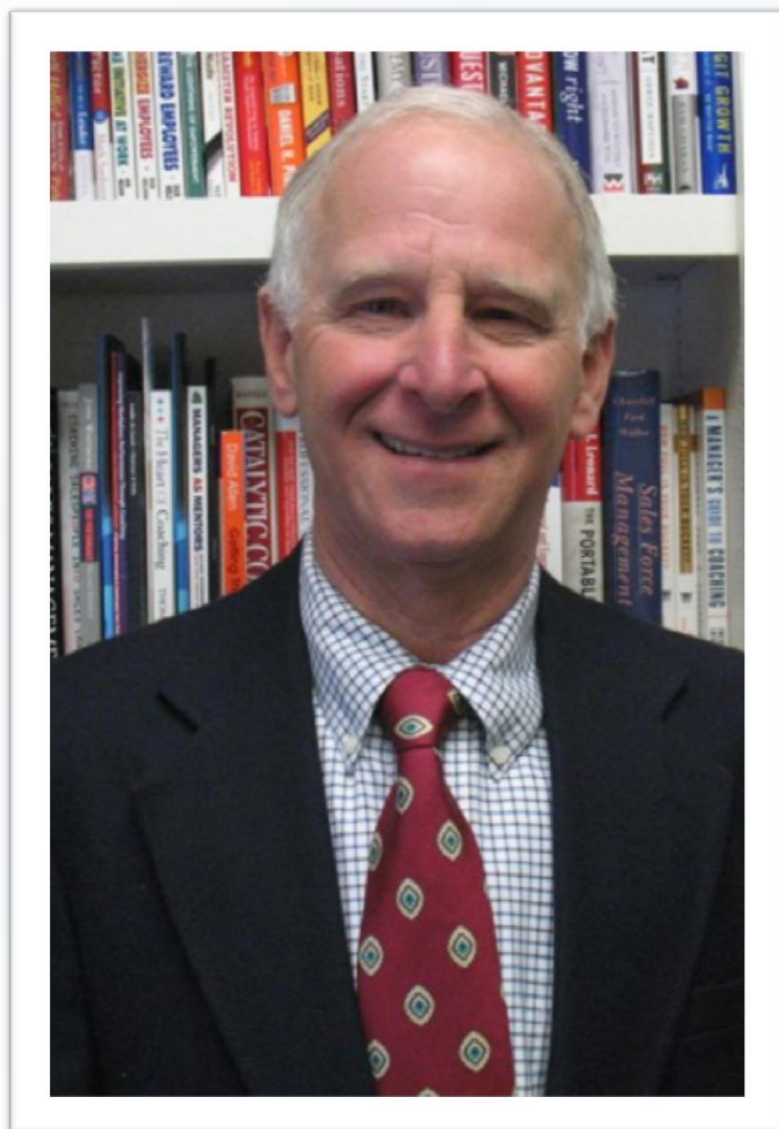


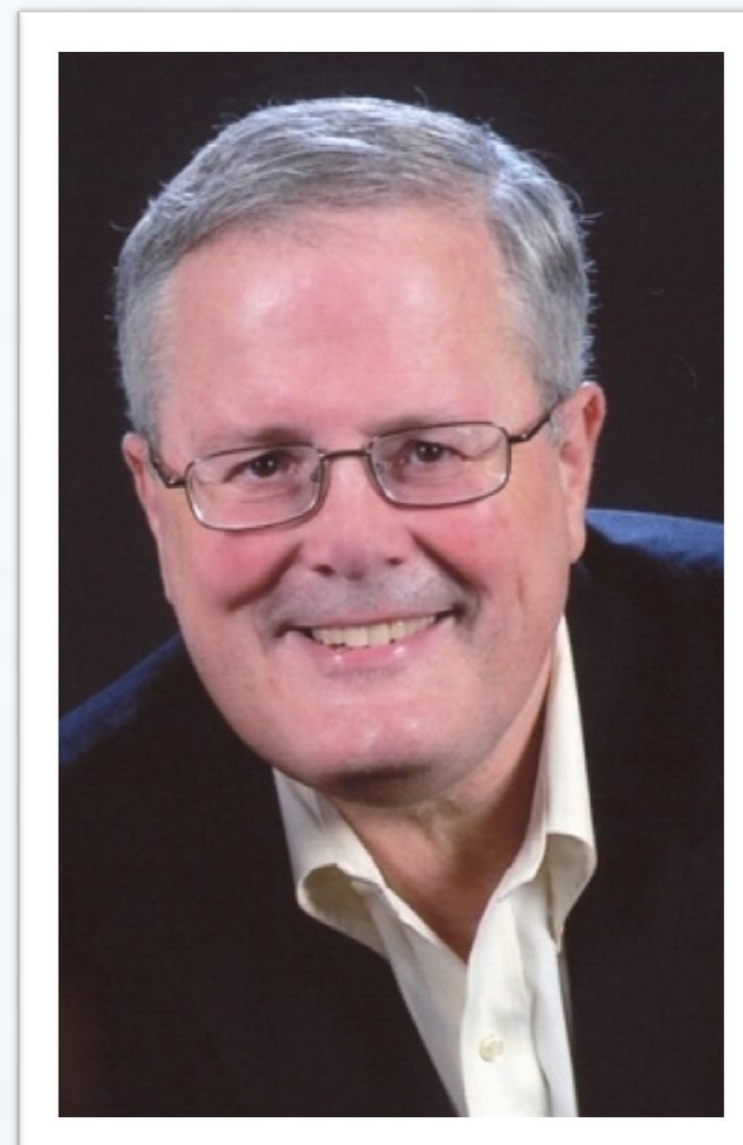
# MOBILE LEARNING



## IPHONE / IPAD APP FOR TRAINING REINFORCEMENT



**Larry Brambrut**  
**VeryMobileApps**



**Carlos Quintero**  
**Sales Effectiveness, Inc.**

# TODAY'S AGENDA

- 1 Introduction**
- 2 Background**
- 3 Design & Development**
- 4 Demo**
- 5 Lessons Learned**
- 6 Q&A**

# **WHY SHOULD ANY OF US CARE ABOUT MOBILE LEARNING?**

# **THREE BIG IDEAS...**

- **Device availability**
- **Just-in-time learning**
- **Collaborative learning**

# WHAT IS MOBILE LEARNING?

- *The acquisition of any knowledge and skill through the use of mobile technology, anywhere, anytime.*
- *It is learning in context of your environment, your location, and your situation*



# TODAY'S AGENDA

- 1 Introduction
- 2 Background**
- 3 Design & Development
- 4 Demo
- 5 Lessons Learned
- 6 Q&A

# BACKGROUND

- Reinforcement
- Blended Learning
- Coaching
- Tool for Call Planning
- Why “PEERS”?



World Class Selling  
FOR THE 21<sup>st</sup> CENTURY

# WHY IPAD?

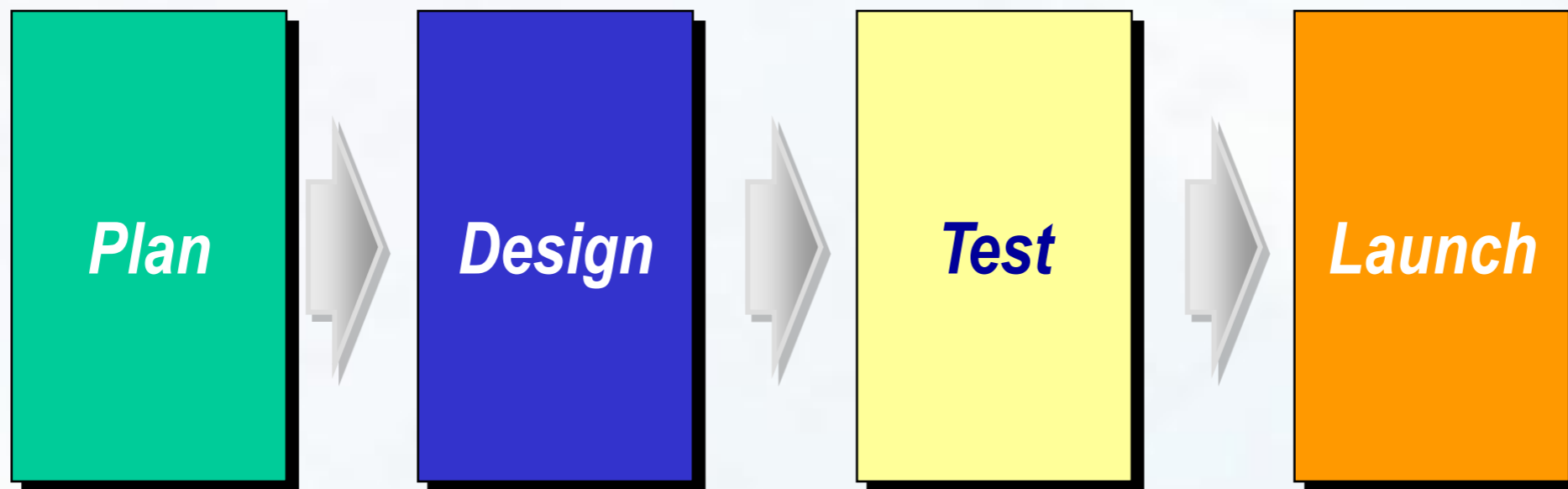
- Market acceptance
- Screen size
- Standards in place by Apple
- Movement to use tablet for enterprise learning



# TODAY'S AGENDA

- 1 Introduction
- 2 Background
- 3 Design & Development**
- 4 Demo
- 5 Lessons Learned
- 6 Q&A

# DESIGN / DEVELOPMENT



# TODAY'S AGENDA

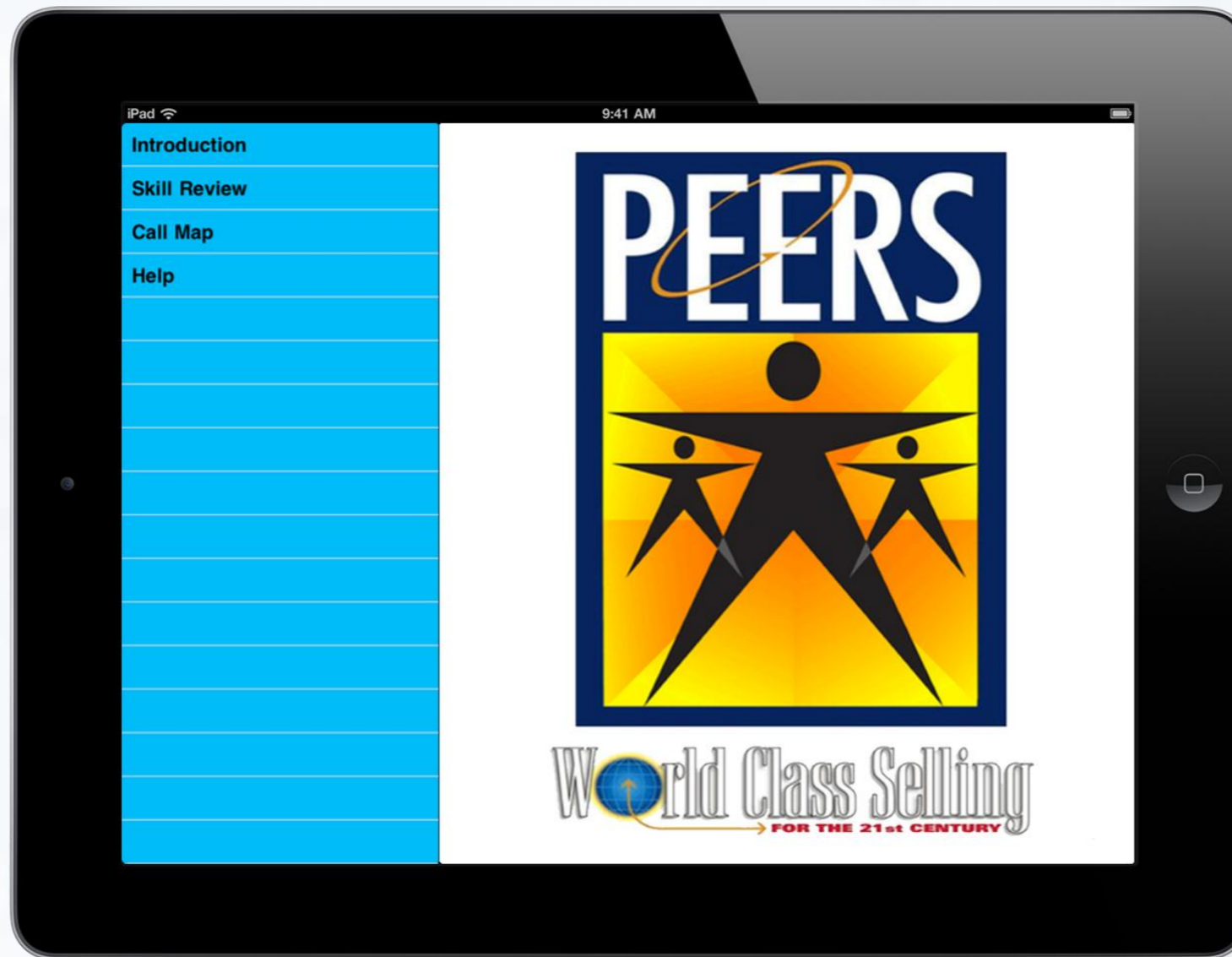
- 1 Introduction
- 2 Background
- 3 Design & Development
- 4 Demo**
- 5 Lessons Learned
- 6 Q&A

# DEMO

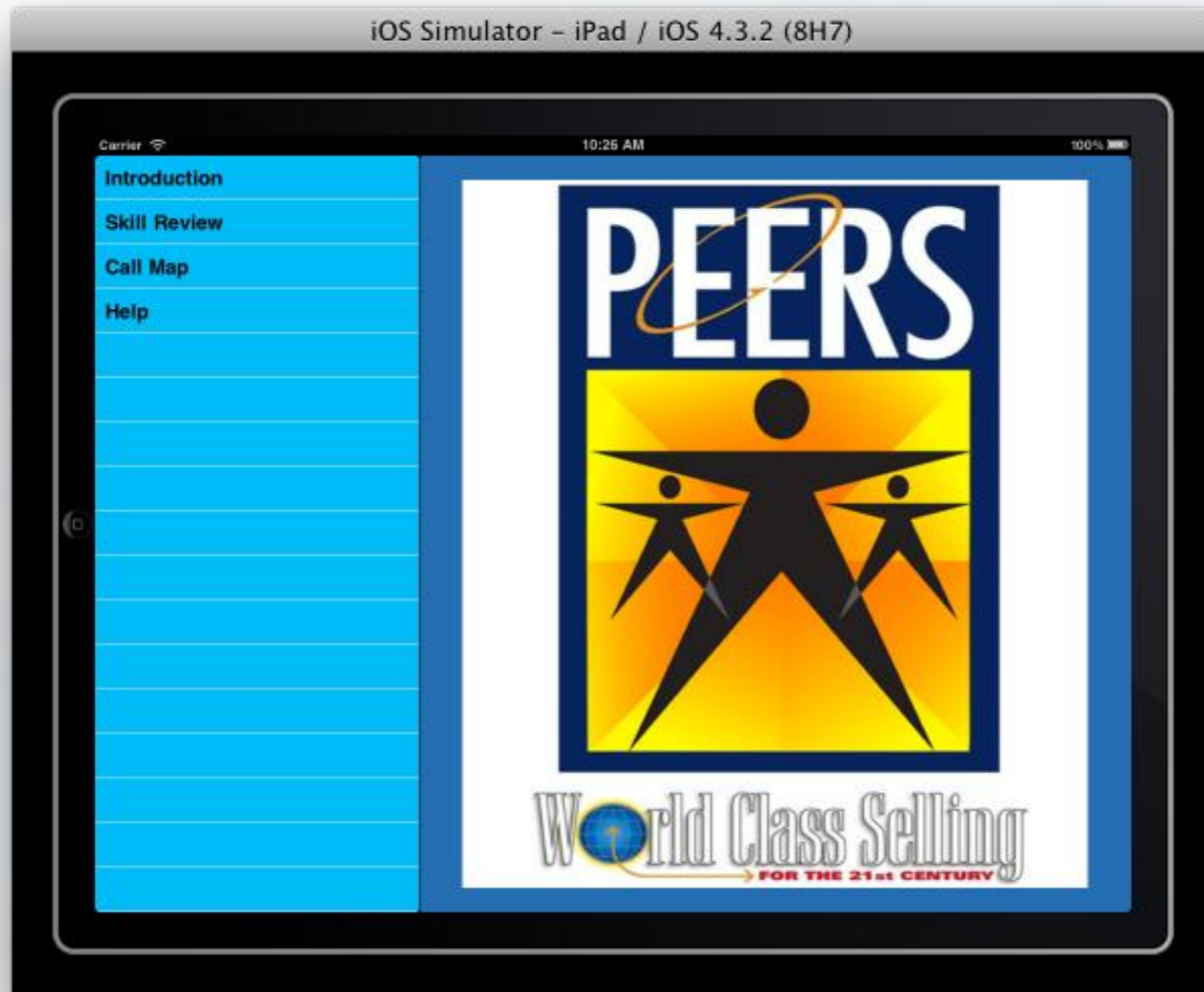
- Overview
- Skill Review
  - Introduction
  - Focus Areas
  - Review
- Call Map/Call Planner
- Help



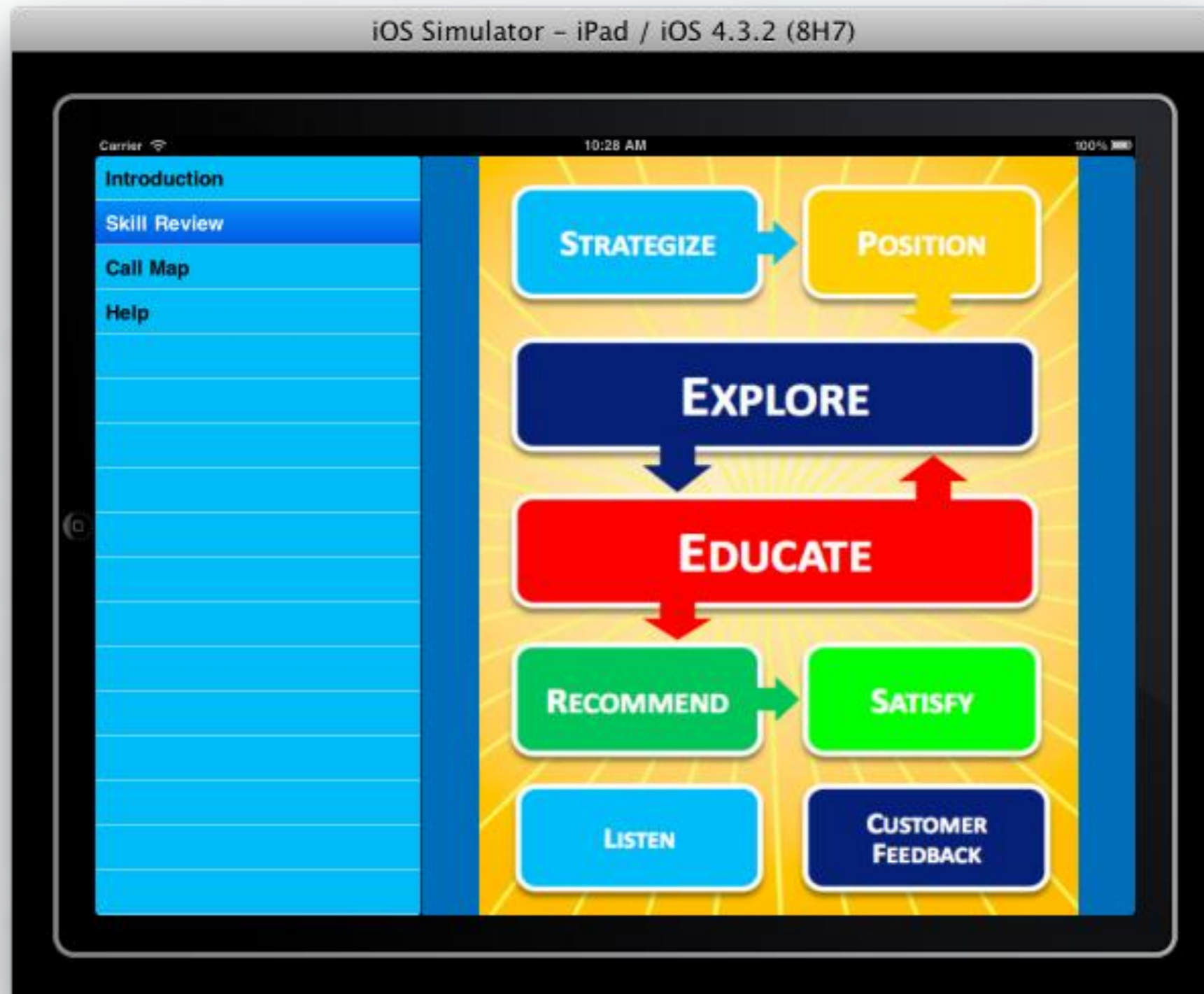
# DEMO



# MENU



# SKILL REVIEW



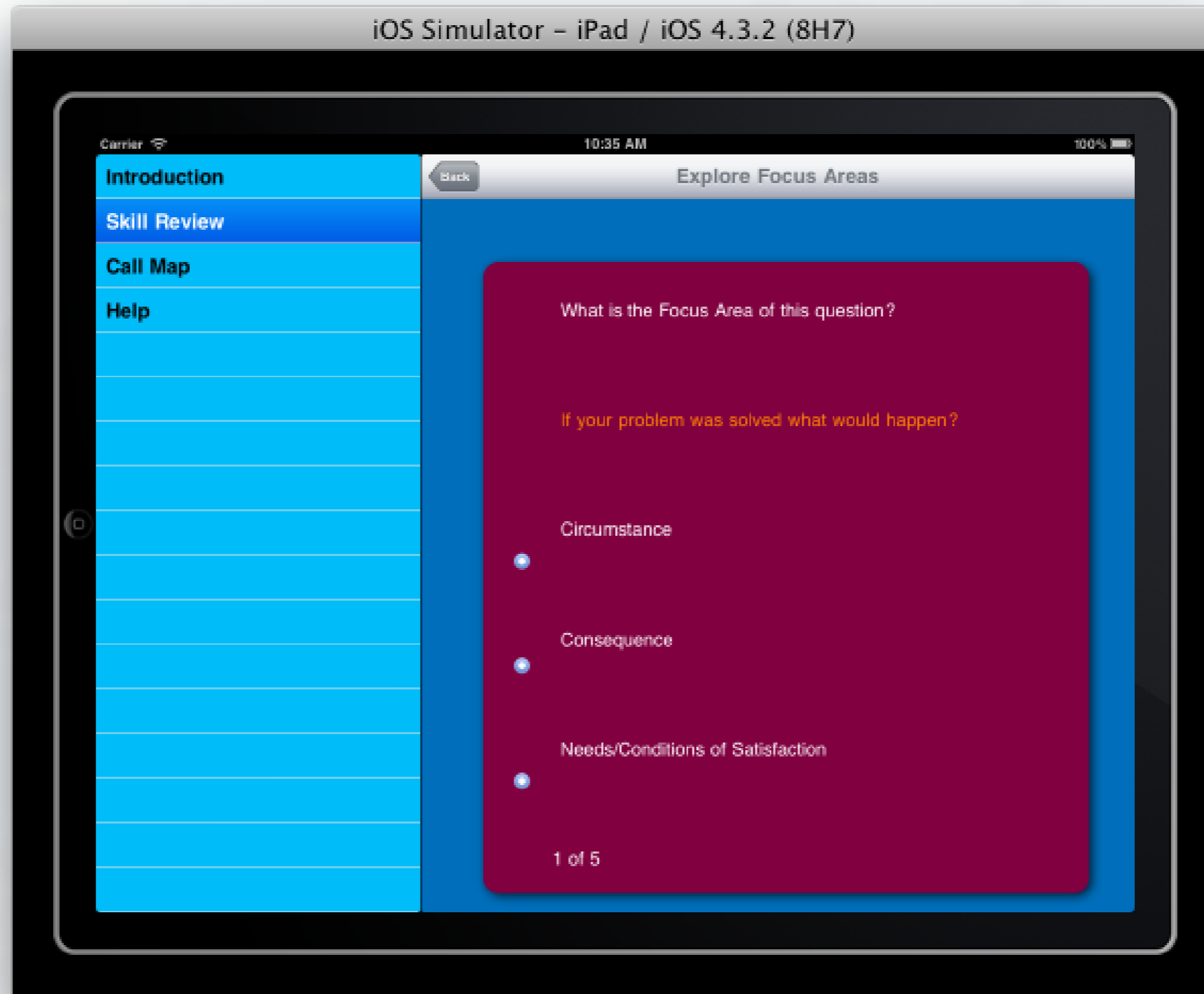
# EXPLORE



# SKILL FOCUS AREAS



# SKILL REVIEW QUESTIONS



# CALL MAP / CALL PLANNER

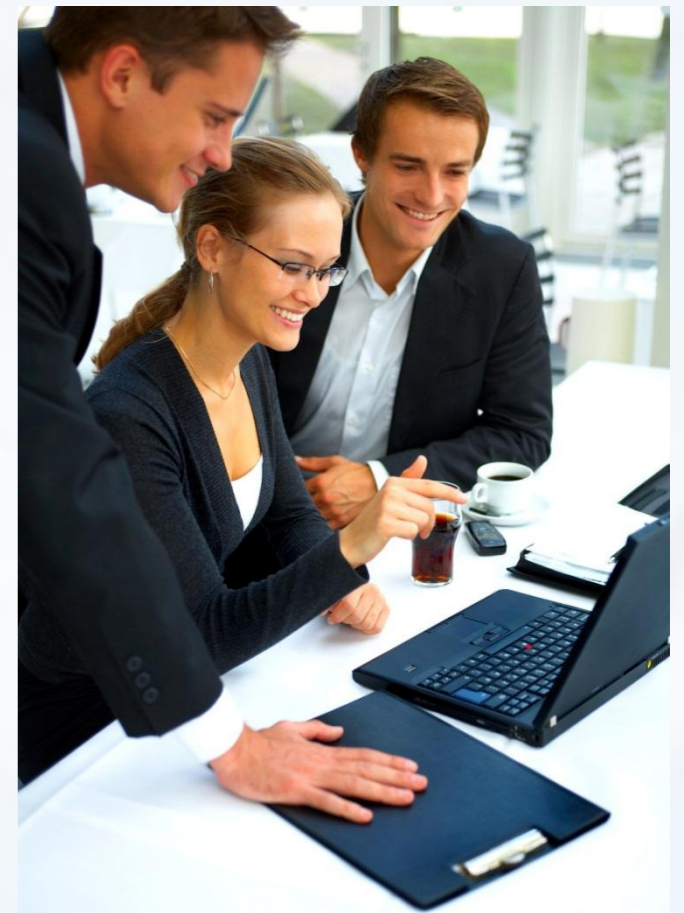


# TODAY'S AGENDA

- 1 Introduction
- 2 Background
- 3 Design & Development
- 4 Demo
- 5 Lessons Learned**
- 6 Q&A

# LESSONS LEARNED

- Spend more time on design
- It's a software project:  
dev/testing/QA/maintenance
- Prototyping is a great idea
- Pick a software company with  
instructional design expertise
- Think **practical tools** as well as  
learning



# Q & A

# THANK YOU!

**VeryMobileApps**

770-778-9762

[www.verymobileapps.com](http://www.verymobileapps.com)



**Sales Effectiveness**  
I N C O R P O R A T E D

770-552-6612

[www.saleseffectiveness.com](http://www.saleseffectiveness.com)