

## — what exactly is it? —

evoLearn is a flexible learning environment in which users may study the materials on their own, supported by an e-tutor and/or supported by other users. It can be used both at home and on the shop floor.

evoLearn can be applied through the internet, intranet or stand-alone, via CD-rom or Memory Stick. The system is very flexible with respect to content. Contents may vary depending on product range, sector, company or even a single company branch. The system also supports different modes of learning.

evoLearn is not a complete product database of a certain product range. The essence is that it is a system and a procedure model, which can be used as basis for the adoption within the practice of your company.

## how does it work?

evoLearn allows for at least four ways of application:

— **basic knowledge acquisition** — Through an individualized learning route, starting from entry level assessment, the user is led through the Bridging Module(s), with basic knowledge, and the Product Modules of one product range. At the end of the learning route the system gives immediate feedback on the learning results.

— **quick access to product information** — Product Modules may be accessed directly. Thus, the learning environment can also be used as a quick reference guide to look up specific information about products that is needed immediately.

— **extending the Product World** — Content managers are able to add complete Product Modules themselves. A very easy-to-use content management system, based on clear formats and common wordprocessing functions, allows for this. This way, the contents can be tailored neatly to the needs of the user group(s) and/or the company.

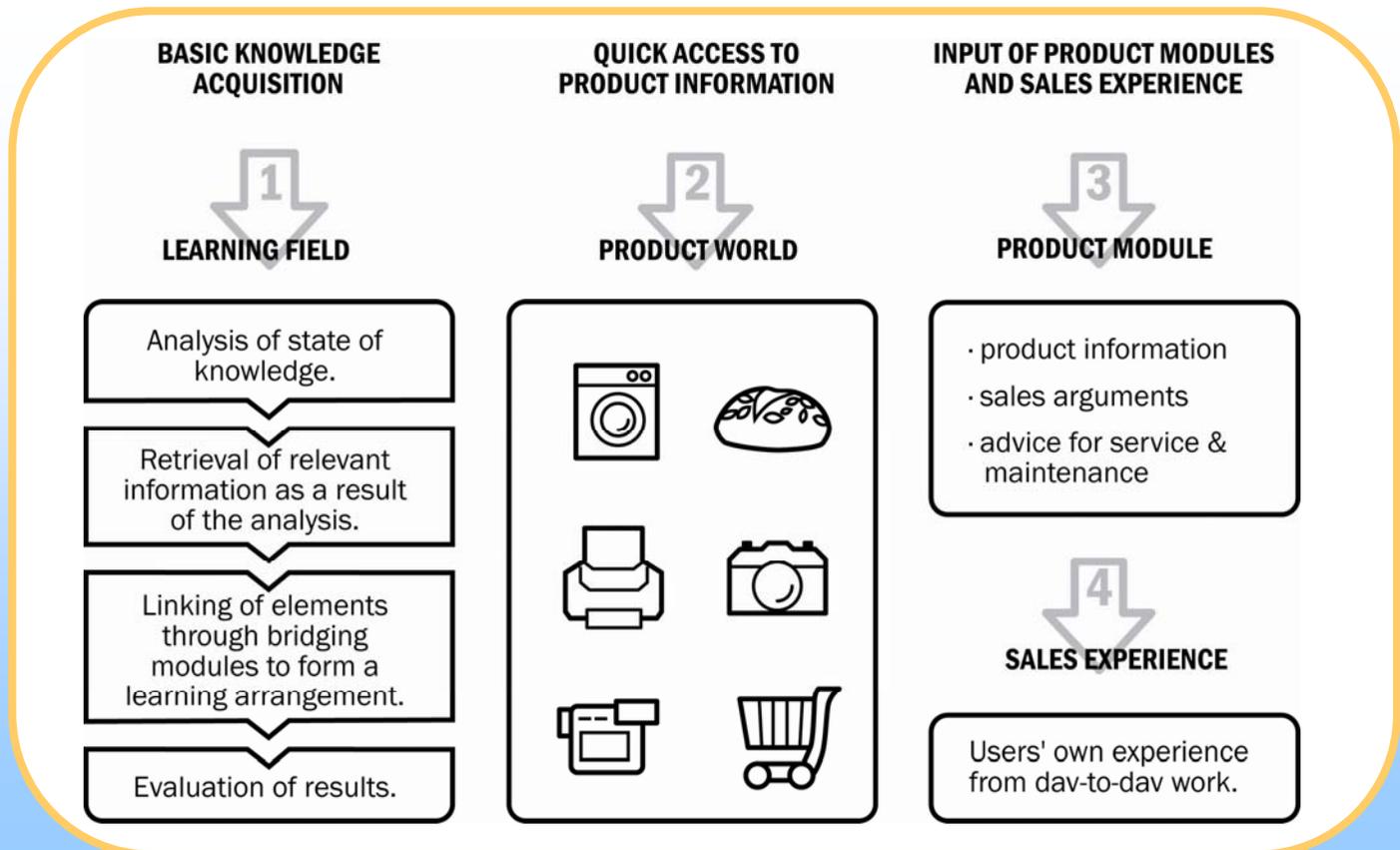
— **sharing of sales experiences** — By adding seller's comments to Product Modules, users can share their experiences in selling these products with each other. In case of important new information, comments can be integrated in the body text of the Product Module.



## — for whom? —

evoLearn can be used by separate retail enterprises or within a network of several companies to share product knowledge and sales experiences among sales staff. evoLearn is meant for employees or job-returners in the retail sector.

evoLearn is easily adaptable to the specific needs of your company, with respect to content as well as to the look&feel of the learning environment.





evoLearn® is initiated by the Handelsverband Sachsen (HVS) and the Bildungszentrum des Sächsischen Handels (BZSH). Experts in training, e-learning and retail from nine countries in Europe are involved.



**Leonardo da Vinci**



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– what does it cost? –

evoLearn has been developed on the basis of an Open-Source e-learning system. This system is freely available on the internet. The prototype of evoLearn with modules for the sectors Food and Consumer Electronics are open to the public on the internet. Accompanying materials, such as manuals and brochures, can be ordered against production costs.

– what does it deliver? –

evoLearn® is exceptionally fit to be used as a tool for HRD-questions specific to your company. Therefore, the evoLearn-partners offer specialized services for the adaptation of the system to the specific needs of your company and of its implementation and efficient application. With the help of your evoLearn-partners, you'll be certainly well prepared for any customer question and trend whatsoever; in no-time.

– the advantages –

- ▶ facilitates training in product knowledge for new staff, job-returners or (to be) transferred staff
- ▶ helps to train staff in case of product range expansions or restructurings
- ▶ assists staff in updating their product knowledge, in case of product innovations and the introduction of new products in the assortment
- ▶ overcomes small product knowledge gaps at the Point-of-Sale (for example with 'rare' customer questions)
- ▶ is flexible and easily adaptable to the needs of your company
- ▶ supports knowledge management and knowledge sharing among sales staff



need for product knowledge?



more information?

Check [www.evolearn.net](http://www.evolearn.net) or contact:



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is here to help you

evoLearn is a flexible and interactive learning environment to acquire and maintain up-to-date product knowledge. evoLearn is short for evolutionary learning: in this environment you don't only learn, but you share your knowledge directly with your colleagues - wherever you are and whenever you want to. evoLearn brings all product knowledge in your company together in one spot, accessible and applicable for whoever you want. any place, anywhere, any time.