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Product training: what it is and what it's for

How to create an online company product training course to inform, educate and conquer.

When a company launches a new product and service on the market, it is essential to communicate it to the people involved: customers, partners and end consumers.

In addition to going through advertising channels, the message with the latest news can also be conveyed with a product and service training course. What kind of course should you organize? Is it better to have a **video tutorial** or a course based on gamification? The answers in this article.

What is product training?

Product training refers to a **training course** that aims to convey information about the products and services offered by a company.

As with all training courses, the content and formats will be organized according to the **needs of the beneficiaries and the training objectives** you want to achieve.

Courses can be aimed at one's employees, end users, distribution or sales partners; they can take the form of an online, classroom or blended learning course.

The content can also be very different. Let's take a look at some examples of e-learning courses on products based on who they are aimed at and the purpose they are intended to achieve.

Product training to inform

The first people who need to know the latest product news are the very people in charge of selling, promoting or using them in business processes.

A practical way to train employees could be to use **short videos or infographics** that summarize the major features and benefits. This way, it's enough for the employee to take a look at the summary sheet or **micro-contents** to refresh their memory.

Product training to educate

When the goal is not just to inform about the benefits of a product, new features compared to previous versions but to **educate the customer** or employee about the change, product training could acquire other formats:

- **Gaming** - Gamification helps to get used to a product when the characters reflect the real tastes and stories of the typical customer. Similarly, employees and sales partners can practice identifying new products to pitch to the customer, abandoning old habits.
- **Simulation** - By simulating a conversation with a customer dissatisfied with the new products or having difficulty with the new product, the sales team practices handling complaints by honing listening and communication skills.

Product training to conquer

If the new product doesn't convince employees first, whether they're sales or customer service people, chances are the end user doesn't feel completely confident either.

This uncertainty could lead to a timid reception of the new product and a lack of trust, with obvious damage to the **company's reputation**. To avoid this, it is essential to communicate new products enthusiastically and effectively, involving all interested parties.

In this sense, gamification is again useful in the corporate environment, particularly the challenge between colleagues or clients, the awarding of prizes and the creation of an attachment on the part of the beneficiaries of the course to the benefit of the company's reputation.

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