



# BoomTown U Training Offerings

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We believe that success on the BoomTown platform starts with training and there is no shortage of it! Your Onboarder can help prescribe a training plan best suited to your team's needs.

## VIRTUAL TRAINING (aka “Training Webinars”)

- Offered to all new users free of charge!
- Interactive, online training with a dedicated BoomTown Trainer
- Includes daily class recordings for reinforcing learning concepts
- Collaboration with other BoomTown agents

### Courses Include:

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#### **New Agent Training**

3-part series covering the fundamentals of how to use BoomTown. Includes how to get new leads and manage them through the customer journey. Empowers users to learn and adopt best practices using BoomTown. *Recommended in first 30 days*

#### **BoomTown Administrator Training**

Designed to teach administrators how to get a team running on BoomTown. Includes topics such as: setting up and managing users, importing/exporting leads, lead rotation, and email/text templates. *Prerequisite: New Agent Training | Recommended in first 30 days*

#### **Trainer On Call**

1-on-1 conference calls (30 min each) covering any topic where you need a little more help. If you have attended New Agent Training, you can set up a call with one of our trainers to go over any additional BoomTown topic. Schedule permitting. *Prerequisite: New Agent Training Required*

## SELF-PACED ONLINE LEARNING

- Learn at your own pace. Take a series of interactive courses designed to teach basic concepts of BoomTown.
- Offered to all new users **free of charge!**
- Available 24/7 directly in the BoomTown system
- Courseware designed with tutorials, videos, and guided practice sessions
- Includes job aides and scenario-based examples.

### Curriculum Offered:

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#### **New Agent Training**

Developed for the new user who needs to know the basics of BoomTown. Built and ordered to match the structure of our Virtual Trainings.

## FACE-TO-FACE TRAINING

- Highest level of adoption of your new BoomTown platform!
- Location options! - Bring a trainer to your office or bring your team to BoomTown!
- Includes hands-on training and classroom exercises in your BoomTown platform with your “live data.”
- Gets the entire team up and running and educated in one day!

### Courses Include:

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#### **New Team Training**

6 hours of agent training coupled with 2 hours of broker/admin training designed to cover the full curriculum of how to use BoomTown. Includes both basic functionality topics as well as more advanced concepts such as segmenting, targeting, communication channels, and mobility.

*Recommended in first 30 days. Fee = travel expenses + \$15 per trainee for materials cost*

#### **Custom Instructor-led Training**

8 hours of custom training based on a tailored learning plan for your team – no matter how long they have been using BoomTown. We identify skill gaps and address any learning needs. Then, we tailor a class for your learners based on their existing knowledge of BoomTown. Great for ongoing refresher training, too! *Fee = travel expenses only + \$15 per trainee for materials cost*

**QUICK REMINDER:** With Face-To-Face Training, you have two choices. Send a BoomTown Trainer to your office, or bring your team to BoomTown HQ in Charleston, SC.

