

Colleagues,

This month, Colista's article gives us all a timely reminder about the importance of training. Often overlooked, often undervalued, but always vital to a successful business!

So have you made your travel arrangements for [ITB Asia](#) or [WTM London](#) this year? If you have, please contact the sales team so we meet

Until next time!

Terry

[Terry Pearson](#), CEO

XML News

This month's **Featured Brokers** UK based Affordable Car Hire are looking to recruit new suppliers who use webXML contact jamesmoore@affordablecarhire.com for more info. Aggregator Zuzuche are also looking to recruit for the massive and fast growing outbound Chinese market, contact chad@zuzuche.com. There are many others also looking to drive business to your doors, take a look at the list of connected brokers on the web site or contact us if you'd like an introduction.

Interface now to:



The Importance of Training

By Colista Mulholland-Youngman, Training Manager Thermeon Worldwide.

When budgets are tight and money is short sometimes one of the first areas to be cut is training. By some it is seen as that intangible element that has no direct revenue stream, but is this really the best approach?

Employees do tend to be more loyal to companies that value their growth and want to cultivate it, and thus provide better performance and decrease the high staff turnover within the company. If an employee thinks a company values him or her, that sentiment will go into whatever the employee is doing, be it selling extras, customer service or other daily tasks.

Development of employee skills is essential to the growth of a company. If the company grows exponentially or moves in new directions; selling new products and services, or the emphasis changes to improved customer service, with the appropriate staff training, the results will be beneficial to both the employee and the business.



There are different ways of training, lets explore some of the main ones and there pros and cons

- On-the-job training** - The buddy system, this can be useful in introducing newcomers to a company and bring the less experienced person up to date with daily tasks. But has disadvantages in that incorrect information can be given and also where the buddies are equal in position, could lead to resentment between the two.
- Formal Training Classes** - Either preformed in house or remotely, has advantages in that the trainee/employee is away from day to day tasks giving them the benefit of full concentration. With this type of training, the correct information is imparted. The employee learns the full scope of the job.
- Learning On the Job Training** - Hands on training can be good as the employee experiences 'real' situations and how to deal with them, but if left on their own without the correct supervision/training, might make incorrect decisions/selections that could adversely affect the company.

Thermeon offer free Webinar training sessions, manuals and training videos. We can also arrange for bespoke Remote/Shadowing and on-site training sessions that can be tailored to your needs and budget. Why not contact our Training Managers directly for more information.

[Anne Manchester](#) for North, Central and South America Regions
[Jo Beckenham](#) for UK, Europe and Africa
[Colista Mulholland-Youngman](#) for Asia, Pacific Regions

Or Visit the [Training page](#) on our website

Regards,
Colista.

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New Features

- [New interface into Auto Mobile Technologies system for vehicle damage tracking](#)
- [The five page Customer File Update program has been reorganized by topics](#)

Staff Pick

Our favourite Snippet of Useful Information

Did You Know?

That you can control the size of a discount an employee can place on a rental.



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Training

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