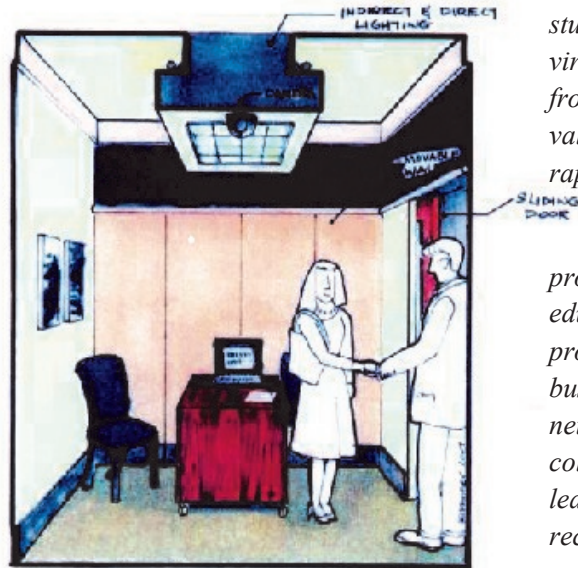


# cenergyIT Sales Laboratory

Since implementing the Sales Lab into our program, over a year ago, it has been a staple in our course curriculum and facilitates my grading. Students love the capability to watch their mistakes and learn from them. I enjoy the ability to grade online!

-Lenita Davis  
Univ. of Alabama  
Marketing Professor



*The Sales Lab allows for virtual critique of student's sales and self presentation techniques, virtual access and exposure to business recruiters from Fortune 100 companies. Students enhance valuable persuasion and communication skills more rapidly through the use of the Sales Lab.*

*The Sales Lab is a gateway to the sales profession and a valuable resource for students, educators and sales professionals. This solution: provides a virtual learning environment for business students; creates a forum for students to network with industry executives; and fosters collaboration between sales educators and industry leaders with the purpose of developing new recruitment processes.*

## Benefits

### Professors

- Professors are enabled with the ability to critique students on their own time from any web accessible computer, solving the problems of scheduling conflicts between Professors and their students.
- Professors have the ability to add instructional notes that are hyperlinked to the exact time the action in which the Professor is critiquing occurred. This feature allows the students to not only hear from the Professor the areas they fall short or excel in but also view the instances where they happened.

### Sponsors

- Corporate sponsor's logos can be displayed throughout the system to create a market presence.
- Professors/Administrators have the ability to give corporate sponsors access to the system to view the videos of prospective employees.
- Corporate sponsors have access to the lab for on campus recruitment efforts i.e. interviews. This feature allows corporate sponsors to share their opinions about prospective employees and also bring to the table live interviews to share with decision makers back at their corporate offices.

### Students

- Always available. Students can log onto their profile 24/7 and view professors critics and notes.
- Students can choose which videos corporate sponsors can view.
- Enhances the student's exposure by allowing corporations the ability to view student role play situations.

### System

- Completely customizable to your University including school logos and sponsor branding.
- Secure log in for Students, Professors, and Sponsors.
- Capability to import students in a classroom format.
- All video sessions are securely stored directly on the server and accessible via the web, eliminating the need for tapes and DVDs.

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