



The #1 Site for Technology Sales Professionals

- **VALUABLE:** Delivers targeted and sustained sales support to optimize your sell-through
- **EFFECTIVE:** Users say interactive learning improves their selling skills
- **CUSTOMIZABLE:** Encourages branded training sites
- **EFFICIENT:** Online training quickly reaches widely dispersed salespeople
- **POWERFUL:** Annually delivers over 2,175,000 training completions
- **FAR-REACHING:** Users from over 7,000 stores nationwide
- **CONVENIENT:** Provides easy tracking and reporting

CyberScholar.com is the flagship portal within the CyberScholar Learning Network, which in 2005 delivered over 8,500,000 completed training modules to over 100,000 salespeople who influence up to 1,300,000 consumers every day.

The Most Powerful Solution for Retail Product Training

CyberScholar®.com is the proven leader in delivering quality, interactive sales training, product education and information from top manufacturers to tens of thousands of sales professionals in retail stores nationwide.

Reach the Nation's Best Salespeople

The top-ranked site for electronics sales training, CyberScholar.com quickly and easily connects your brand messaging with the key professionals who influence millions of consumers each month - making it your most cost-efficient training tool available. CyberScholar.com's registered users include associates from leading national and regional retailers, including Best Buy, Circuit City, Fry's Electronics, Ritz Camera, Sears, Target, Micro Center, Office Depot, Office Max and many more.

Connect with Motivated Professionals

With the support of key retailers, and as the home of the Consumer Electronics Association's CEknowhow category training, the CyberScholar.com portal attracts salespeople seeking convenient access to a broad selection of technology training to improve their professional development. In addition, the site provides motivational incentives and valuable prizes to create an unparalleled volume of traffic for your online training initiatives.

Maximize Effectiveness with Custom Programs

CCS' award-winning web and training development teams can help you enhance your existing product materials into a customized interactive program employing dynamic content, instructional design, "learn & earn" incentives and more. Our expertise, your brand, and the traffic of CyberScholar.com help you deliver a customized user experience to meet all of your online training needs, providing sustained sales support for your company.

Achieve Outstanding Results

Established in 1997, CyberScholar.com continues to show explosive growth each year in number of users, amount of training participation, and number of retailers and stores reached. The online training is also highly regarded for its effectiveness. According to surveys of salespeople who completed training on CyberScholar.com:

- 97% felt they'd be more likely to recommend the product(s) featured
- 98% felt they'd be better able to point out product benefits and accessories
- 91% felt they'd increase their sales performance for the product by 10% or more, with 64% predicting an increase of 20% or more

Track Your Success in Real Time

Dedicated to demonstrating results, CCS provides an exclusive client extranet offering customized reporting of training activity so you can track your ROI in real time.



CyberScholar.com is a top resource for technology salespeople.



CyberScholar.com hosts CEA's category training (also developed by CCS).



CyberScholar.com offers custom-developed training pages to maximize effectiveness.

For more information on how CCS' integrated solutions can positively impact your bottom line, please contact us:

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we create influence at the point of sale