



Total Learning Concepts

Training for Real-World Success

Training Sales Professionals into Market Leaders

For more than 20 years, **Total Learning Concepts** has forged new industry standards in sales training with best-in-breed solutions that deliver success in the field. Blending proven instructional techniques with cutting-edge media technology, Total Learning Concepts' training helps create true sales professionals.

Custom Training Solutions

Custom training solutions from Total Learning Concepts empower learning by accommodating individual learning styles. Our leading-edge interactive tools cement understanding, allowing learners to absorb information and measure skill acquisition at a self-directed pace. In turn, integrated assessment tools allow you to measure progress and gauge the impact of your training investment on sales performance.

Game-Based Learning

Total Learning Concepts' game-based learning technology increases knowledge retention up to 10-fold, and at a fraction of the time and cost of custom game-based learning programs.

Training via Web, Podcast, PDA, Wireless

Total Learning Concepts delivers training in all media, so you can be sure it speaks directly to the challenges of your market. And, with Total Learning Concepts' learning solutions delivered via the Web, podcasting, PDA, and other wireless apps, you can deliver training to your sales professional at the office, on the road, or in the field.

Off-the-Shelf Training

Our off-the-shelf training content includes:

- Clinical and Evidence-Based Medicine
- Clinical Pharmacology
- Medical Terminology
- Managed Markets
- Sales Skills
- Compliance and Ethics
- Disease States (eg, Oncology)
- Hospital and Integrated Health Selling
- Medicare Modernization Act



For the past two decades, Total Learning Concepts has helped pharmaceutical companies launch more than 100 products worldwide, including many industry blockbusters. Their success speaks decisively to Total Learning Concepts' real-world understanding of how to best prepare sales professionals for market realities.

For more information, contact:

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Total Learning Concepts is part of Publicis Strategic Solutions Group (PSSG). PSSG offers a comprehensive array of multichannel message delivery interactions to reach all life sciences key customers. From field teams to virtual representatives and from speaker bureau management to sample compliance, PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to optimize any brand or franchise profile.