**INSTRUCTIONS FOR LAUNCHING THE PRE-TRAINING SURVEY:**

1. **DUE DATE**: Insert the appropriate Due Date below. We recommend having the survey open for participation for approximately 10 days.
2. **SURVEY LINK**: Retrieve the survey URL from The Client’s section of the Measurement Reporting Center. Copy and Paste the PRE-TRAINING URL into the body of the invitation where appropriate.
3. **PICK A SPONSOR:** Sending the invitation email from an “Executive Sponsor” – someone in the Client’s sales organization who has influence over the participant population – this approach will garner the best response rate!
4. **MONITOR PARTICIPATION:** Use the Participation Report available in the Client’s section of Measurement Portal to keep an eye on who has completed the survey.
5. **SEND REMINDERS:** Send 2-3 reminders during the time that the survey is open so you can get the best response rate.

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**Recommended Email Invitation Verbiage for Pre-Training Survey Participants:**

From: <Executive Sponsor>

To <participant>

As you prepare for your upcoming <BRANDED PROGRAM NAME> event, we ask that you take a few minutes to take a survey focused on collecting information about your baseline skills. Please be honest and candid in your responses as they will help us to support your growth and success.

To access the survey, click on the link below and follow the instructions provided. **Please complete your survey before close of business on *<Due Date>.***

If you have any difficulty accessing the survey, please contact Beyond ROI, the team that is helping us with this study.

Here is your survey link: **(INSERT SURVEY URL HERE)**

Thank you for taking the time to participate in this important step of your development strategy.

Best regards,

<Sponsor Name>
<Sponsor Title>