**INSTRUCTIONS FOR LAUNCHING THE POST-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 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 – 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 POST-Training Survey Participants:**

From: <Executive Sponsor>

To <participant>

Over the past few months, you have been introduced to <Company Name>’s <Branded Program Name>. This multi-touch experience was designed to help you have more consultative conversations with your best-fit prospects.

Since this program was introduced, you’ve had many opportunities to apply the new skills and tools during the course of your daily sales activities. I am very interested in your feedback on how things are going for you. Your input is important because our goal is to provide you with cutting-edge approaches that drive higher levels of performance.

Please take about 15 minutes to complete a brief survey. The feedback you provide is a way to measure our progress and identify areas that may require additional support. All of the feedback you provide is confidential, and will be combined into a summary report.

To access the survey, click on the link below (or type it into your browser) and follow the instructions provided. **Please complete your feedback survey before close of business on <DUE DATE>.**

If you have any difficulty accessing your survey, please contact Beyond ROI, the team that is managing this process for us.

Here is the survey link: **<SURVEY URL>**

I am personally interested in hearing how it is going for you - so please be candid in your responses.

<Sponsor Name>

<Sponsor Title>