



## Getting started as an MWS Learning Hub

MWS Learning Hubs Partner Program is specifically for companies that organizes and promotes public training. Generally, a company with established network and contacts within the corporate sector would benefit from quick and effortless kick-start.

### Who Is Best Positioned to Succeed as an MWS Learning Hub?

Organizations that work in fields related to human resource, sales, marketing, training, learning, communication, and similar fields will find. This includes:

- Event Organizers
- Professional Associations
- Company Training Arms
- Training Providers
- Academies,
- Institutes,
- Adult Learning Centres

### How Much Money Do I Need to Invest to become an MWS Learning Hub?

MiniWorkshopSeries offers you a model that makes much easier for you to organize and promote your training business. We not only provide you with a wide range of products and services to offer your clients, but a proven model of how to manage and run a successful and profitable training business.

Do [contact us](#) now for your MWS Learning Hub Partner Program Licensing Fee.

### What are the benefits for me to sign up as an MWS Learning Hub?

- Reputable and internationally recognized brand
- Wide range of products and services
- Diverse MWS Licensed Trainers [Pro] to select from
- Complete systems to help you organize your events more effectively
- Continuous Intensive sales and products for your team
- Ready MWS Learners Kit for each participants
- Proven business model
- Low investment and high profits
- Marketing and Sales support

## How Do I Get Clients for My Training Business?

You will need to market your training business in order to get clients. You can do this in many ways:

- Product and Service Familiarization: make sure you take the time to train your sales team and yourself on the features, benefits, advantages, etc.
- Lead Generation Strategy: MWS team will work closely with you on your lead generation strategy and identify the hot industry sectors you can work on
- Hot Contacts: Start always with your hot contacts, list down all the people you know in the industry.
- Referrals: ensure that you get referrals from your clients and friends
- You can join local business and social communities and groups and inform them of your services,
- Contact all businesses within 100 miles and make them aware of your new business and what you offer.
- Internet Presence: MiniWorkshopSeries website will post your profile. You don't really need to have a separate web site to start your training business. But if you want to do that it is one more way to show your professionalism. However, you don't have to worry about a web site the first day you are in business.
- Exhibitions: You may consider establishing yourself by joining trade exhibitions.
- You may use direct marketing to reach local businesses with a letter and a brochure. This might be costly and you will need to follow up to be effective.
- You should take advantage of the free marketing potential offered by new web 2.0 technologies, particularly social network platforms such as LinkedIn, Facebook, Twitter, and others. LinkedIn is the most respected professional network used by many business people.

## How Much Should I Charge for the MWS Products and Training Services?

- MiniWorkshopSeries Products and Services have a controlled pricing across the region or country. This is to ensure fair competition amongst the MWS Partners.
- MiniWorkshopSeries operates on minimum chargeable professional fees. And it may vary from region to region, so please check with your MWS Country Representative.
- The key thing is to know your strength, the market and your clients.
  - What are the demographics of clients you are targeting?
  - You can position the products and services with your value added recommendations and consulting services
  - Many of the MWS Learning Hub provides other value added services
- The workshops, product and licensing margins are fixed, while the MWS Licensed Trainers professional fees may vary depending on their experiences and expertise. [although there is a minimum fees set]

## How does becoming an MWS Learning Hub Help Me Start or Expand My Training Business?

**Being an MWS Learning Hub gives you and your organization the following advantages:**

- You will gain the advantage of associating with a reputable global training company that offers the most innovative training programs needed by organizations today. Just take a look at our web sites at <http://www.miniworkshopseries.com> to get an idea of the wide range of our capabilities, products, and services.
- You will be entitled to use your MWS Learning Hub designation and logo to promote yourself and your services.
- You will enjoy an immediate extended Sales force to help you market your programs.
- You will also receive ongoing intensive product and sales training.

Start now by making emailing us now for a Business Assessment Session.