



Welcome to the THIRD edition of the Partner Newsletter! This is a monthly newsletter that LearnQuest sends to all of our Partners. Its purpose is to feature topical discussions, LearnQuest events, and help establish both meaningful connections between our partners and an enduring relationship with LearnQuest.

June 2014

In this edition of the newsletter, we provide sales support, share partner success stories, answer frequently asked questions, and provide new information.

LearnQuest is always excited to hear from our partners, and we encourage you to let us know what you want to see in next month's newsletter!

## Enhancing Partner Performance

LearnQuest is always seeking ways to help our partners increase their sales and grow their business, so when IBM showed us how to access the training material its Sales teams use, we couldn't wait to tell our partners!

IBM has created a series called "Sales Conversations," used to train its Sales teams on how to talk to clients about the STG brand. We urge you to review these "Sales Conversations" that contain language and material to help you connect with your clients, and as a result, increase your ability to sell STG classes. IBM will be updating these conversations frequently so please take the time to regularly navigate this series.

All partners (and only partners) that have a valid PartnerWorld ID and have purchased an IBM Software Value Package can access these materials through the link below. Please feel free to reach out to the LearnQuest team if you have any questions.

■ [Sales Conversations](#)

## Partner Excellence



## Ask us Anything

**If a Partner creates custom material that relates to IBM technology, can they market this class?**

Our partners now have the opportunity to sell custom content that relates to IBM Technology. IBM created a marketplace feature on their website which allows Global Training Providers to offer custom IBM courses. This means that through LearnQuest, our partners can take advantage of this too.

If a partner creates a course that complements the IBM portfolio and uses IBM tools, please let LearnQuest know. We will reach out to IBM, on your behalf and request approval of the course. All approved courses will be integrated into IBM and LearnQuest's course catalogs.

**How can a partner leverage the LearnQuest Global Instructor Network?**

Partners have always been able to access LearnQuest's global

As a family-run organization, LearnQuest views its employees and partners as extended members of the family. Within our community, we recognize hard work, enthusiasm, and dedication. In this section of the Newsletter each month, we will recognize a partner that has demonstrated exemplary achievement, contribution, and performance beyond expectation.

This month we salute Mirhenge. Mirhenge is LearnQuest's Exclusive Partner in Korea and has been critical in growing the LearnQuest brand. Mirhenge is a focused, effective, efficient organization and a consistent top performer every month.

The Mirhenge team is always willing to collaborate with LearnQuest. They have dedicated the time, effort, and attention necessary to create our strong and viable partnership. Over the past few months, Mirhenge has completed a lot of work and experienced a lot of activity. All of this hard work paid off recently when IBM shared that we captured 93% of the market in Korea in March and then 100% of the market in Korea in April! This means that LearnQuest, through our partnership with Mirhenge, was the Number 1 IBM Global Training Provider in Korea during those months.

Congratulations to the entire Mirhenge Team for your amazing results! Thank you for all of your hard work. We are very proud!

Note: LearnQuest is always excited to hear from and about each of our partner's exceptional achievements. We look forward to regularly acknowledging outstanding partner performance!

 [Visit Mirhenge Website](#)

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database of Instructors through the Instructor Skills Search Function on the Partner Portal (watch [Partner Portal Videos](#) number 11). We recently made this great feature even better! Partners can now search for Instructor skills by language and location. This means that partners can find local Instructors from the LearnQuest Partner Network and are able to filter by their location and the languages they speak.

This is an amazing opportunity for all of our partners to fully utilize their resources and always meet the training needs of their clients.

The Instructor Skill function only works if each one of our Partners upload ALL Instructor skills information, the languages the instructors speak, and where these resources are located. Please upload and maintain up-to-date records of all your instructor resources: this is a huge benefit for everyone!

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**In the Spotlight**



LearnQuest has always envisioned our partners working together. We feel that this collaborative mind-set is what distinguishes us and our network from our competitors. Therefore, in this newsletter, we would like to recognize our partners in Russia.



In the past year, LearnQuest established four distinct partnerships in Russia. Each partner has its own skills and value so we felt that together they could build a strong market in Russia and grow their individual businesses. What has been accomplished to date is beyond our expectation. These four partners have adopted LearnQuest's vision and developed an organic, collaborative relationship. They have consistently worked together to complement one another's skills in order to achieve significant progress and build even stronger businesses.

We are very proud of the contributions of each partner. Individually, they add a depth of knowledge and skills that taken together will accelerate their impact on the LearnQuest community .

Thank you, Mentor, R-style, Lanit, and Croc for making LearnQuest's vision a reality. You are a great example of partnership at its best.

Note: Please let us know about all of your success stories. LearnQuest would love to share how each of our partners is working together. Send us your story, and you could be spotlighted next month!  
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