

Have You Thought About Leveraging Your Staff Training Program Into a Marketing Advantage? ...You Should...

aQuire training solutions partners with **AzNHA Members** to find unique ways to market your company above the competition
FREE Family Learning Center **
with every subscription!

Forward thinking in home care providers are using web-based caregiver training tools to modernize and streamline this segment of their business. So spinning this into public relations and marketing benefits using buzz words like "unlimited training" and providing "better equipped" caregivers only makes sense.

Talk About Your Training Program!

When you subscribe to aQuire's training system, let everyone know why your caregivers are better equipped to take care of them. Market your company above the competition and let potential clients know the benefits to them in making the "right choice" for their loved one, it is all here in our marketing brochure:

- Better trained staff mean a consistently higher quality of care
- Because you have unlimited access to course information, there is never any "skipping" on training due to cost
- Training content is written by experts in the field of quality senior care specifically for caregivers
- Interactive and dynamic course presentation is fun and reinforces learning

The Family Learning Center!

- Give access to your Family Learning Center to anyone who could benefit from it! Your name, logo, phone, and websites are all on the training site, driving them back to you. This is a strong outreach to family members as potential clients, let them know that you are not only concerned about their loved one, but your company takes it a step farther and educates them as well! ONLY through aQuire can you provide family members with the FLC. Benefit to them: 40 hours of training just for using your services for no additional costs.
- Let people in the community know that you not only educate your caregivers, but are willing to work within the community to help out with family education as well. Put it in your marketing material. You can reach out to senior centers or ALF's and advertise it as "free" education at their location to draw in new clients. Hold a monthly or quarterly "training session" and put it up on the big screen and have discussions. If you offer it FREE to family members, that is giving them one more reason to choose you over the competition. It is always about good care, it is also about value. [Click For Demo](#). User: demo Password: demo12012

What we Provide:

1. Customizable marketing brochure (above) for additional exposure and buzz.
2. Press release template for capturing new clients or sending them to your web site.
3. Unique branded "Family Learning Center" that is password protected that you can embed on your website or use in marketing material to drive others to it. 40 hours of caregiver training and 40 additional hours of family training.

Contact us today and receive the Family Learning Center FREE!**

**** Offer good January 1, 2012 until March 30, 2012**

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aQuire training solutions www.aquiretraining.com

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