

## Marketing training programs: managing the training function

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### Abstrak

The success or failure of even the best designed training intervention is often determined by how well it is marketed to your client base. This issue focuses on the techniques and strategies to help training and development professionals become better marketers of their products and services. This issue adapts the traditional ADDIE model to explain the process in six steps, beginning with a needs and situation analysis and continuing through strategy, promotion, production, distribution, and evaluation.