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Interstate All Battery Center Sets Industry Standard in Professional Training for its Franchisees

IABC's Learning Management System Tools Provide Ongoing, Online Continuing Education



(DALLAS) December 21, 2009 –Interstate All Battery Center (IABC) announces the introduction of its new online training program through the company's Learning Management System, a system-wide continuing education program specially designed to serve the growing franchise system.

The program is designed to foster ongoing personal and professional development with a strong focus on acquiring and retaining customers. IABC's online training courses cover 39 subject areas focused on business-to-business strategy, management, sales, human resources, computer skills, health and personal development.

IABC partnered with the Total Training Network to deliver the classes, which allow its strategic partners to participate in any of the 300-plus available courses. Participants can read, watch and test entirely online, and courses are available to franchisees and their employees for the life of the franchise.

"Investing in tools for our franchisees is of the utmost importance to us," said Jim Eades, IABC's director of franchise operations. "Our company's reputation rests on the fact that our training, knowledge and expertise in all aspects of our business and the portable power industry are second to none. You can't put a price tag on the benefits of a highly-trained team of people."

The online program supplements Interstate All Battery Center's intensive four-week All Battery University (ABU) program offered to franchisees when they join the system. IABC's in-house training team is made up of 20 experts with more than 300 combined years of experience in product safety, human resources, technical battery knowledge and customer service. ABU classes are held in the company's state-of-the-art training facility in Dallas and provide meaningful instruction and hands-on experience. Upon completion, the franchise location receives the company's five star certification.

IABC's Five Star Certification was created to provide a systemwide career path for each team member, giving him or her the essential tools and training needed to succeed. IABC is the first all-battery company to make certain that its franchisees are certified and among an elite group of technical, operational and sales experts. These retail experts must prove their comprehensive understanding and demonstrate their abilities relating to the products, processes and services that all Interstate All Battery Center franchise locations provide.

Source: [Interstate Battery System International, Inc.](#)

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