

Dear Training Professional:

The competitive nature of the pharmaceutical industry places a huge premium on training. Knowledge and skills are critical to job performance, and the market's constant evolution demands continuous learning at almost every level of an organization. How, then, do you provide the training required to grow your market share? Is your training created by learning specialists whose products are designed to improve performance?

For the past 15 years, Total Learning Concepts has been a leader in creating training products that produce results. TLC introduced the first managed care curriculum for pharmaceutical sales. We created the market's first Web-based training product, *Reprints Online Interactive*, and since our founding in 1985, TLC has developed customized training materials used to launch more than 90 pharmaceutical products worldwide—many of which are industry blockbusters.

Our reputation for leadership and innovation is also evident in the expert solutions we continue to develop for performance improvement. They include more than 38 specialized workshops, expertly developed clinical texts, continuously expanded and updated managed care materials, and leading-edge interactive tools—including *Managed Care Navigator*, a CD-ROM and Web-based tool that tests sales representatives' skills using real-world scenarios.

Computer networking and the Web are changing the face of training, promising a new future of eLearning as well as improved measurement of outcomes and more efficient use of training resources. TLC is delivering on that promise with new capabilities that include performance metrics and Learning Management Systems (LMS). These tools empower our clients to measure performance and track learning progress via the Web.

The pages that follow provide a complete description of TLC's experience, expertise, products, and services. Please let us know how we can continue to serve your training needs, and for personal assistance, please call us directly at 617.262.3336, ext. 235, to speak with your TLC sales representative.

Best Regards,

Carol A. Reichert
President

P.S. Please visit our Web site at www.tlconline.com for complete information on our products and services as well as a demonstration of *Selling Edge Online*, our newest Web-based training resource.