



## PRESS RELEASE

### TRAINART LAUNCHES A NEW SERVICE:

#### TRAINING CONSULTANCY FOR INTERNAL TRAINERS

- *Internal trainers will be taught to align the training strategy to the real development needs of the company -*

**Bucharest, March 1st 2010.** Trainart ([www.trainart.ro](http://www.trainart.ro)), a Romanian company specializing in the development and delivery of high standards soft skills trainings, launches a new service in training consultancy for the internal corporate trainers. This is the fifth service within the company's portfolio which includes personal, professional and team development skills.

Training consultancy addresses to internal trainers in the multinational and Romanian companies and to the general management and has as main objective to support these teams in developing training and development programs and processes adapted to the real needs and problems faced by the employees in accordance with the company's strategic development goals.

“This new service was created out of the necessity expressed by our clients regarding the formal trainings for their internal trainers. The latter split into two categories, on the one hand, those with a solid expertise in this field and, on the other hand, the so called “on the spot trainers”. They are employees from the HR or other departments, appointed as trainers due to a prudent cost management. In many cases, their lack of experience in the training field, as well as the lack of a realistic development strategy for the employees, impacts long term company results. This is why companies understand the need of giving support to their internal trainers through specialized programs that help them become partners for both the top management and for the employees” states Adriana Boşcănici, managing partner Trainart.

The main benefits companies gain from using internal training consultancy result in coherent internal development and training programs aligned to the business strategy, with a consistent medium and long term impact in employees results, and, last but not least, the significantly lower costs by comparison with the costs of the external training programs – the consultancy in internal training saves up to 40-50% from an external training.

Training consultancy for internal trainers is a medium-term modular intervention within the client-company, which consists of 4-5 working sessions, with a maximum duration of 3 hours/session, for a period up to two months. Thus, internal trainers are offered constant support from the consultant as well as the possibility to monitor and measure the results.



Trainart holds a vast expertise in creating and delivering trainings in selling and negotiation skills, in customer service, personal development and team building, as well as in management development programs and training of trainers (TOT).

Starting July 2009, Trainart delivers courses in Entrepreneurial Competences and Sales Agent accredited by the National Council for Adult Vocational Training (CNFPA), with diplomas recognized by the Ministry of Labor, Family and Social Protection.

Trainart also holds two divisions specialized in Mystery Shopping and Defensive Driving.

Among Trainart clients are GDF Suez Energy Romania, Petrom, Audi Romania, Honda Romania, Mercedes-Benz Romania, Carrefour Romania, Mobexpert, Accessorize, GlaxoSmithKline, Medcenter, AxelSoft, TeamNet, HAT Group.

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Trainart is the expert in creating and delivering personalized soft skills trainings. Trainart offer includes trainings in selling and negotiation skills, in customer service, in personal development, team building, top management development programs, training of trainers (TOT), consultancy for internal trainers as well as mystery shopping and defensive driving programs. Starting July 2009, Trainart delivers courses in Entrepreneurial Competences and Sales Agent accredited by the National Council for Adult Vocational Training (CNFPA), with diplomas recognized by the Ministry of Labor, Family and Social Protection. Since 2008 Trainart is the strategic local partner of Profiles International, a world leader in employees internet assessment, with a more than 45.000 clients portfolio and 700 local offices in more than 120 countries. For more details, please visit [www.trainart.ro](http://www.trainart.ro)