

# HyperLink

## HYPERLINK: CyberScholar - Now Part of the SPG Audits!

Dear Hyperlink Dealers,

Since its launch last year, [www.cyberscholar.com](http://www.cyberscholar.com) has quickly become the go-to place for learning about Boost and Virgin Mobile products and services. Sales associates in Authorized and Branded Retailers across the country are using information they learn from the training classes on the site to guide Customers toward the ultimate SPG Customer experience!

It comes as no surprise that SPG is now expressing particular interest in gauging how well your employees are able to retain and apply the material learned on CyberScholar.

**Part of the new 2012 SPG Audit requirements is a verbal knowledge check that Auditors will perform with a selection of your store employees. Additionally, your staff members will be asked to present the CyberScholar Transcript page to show which featured classes they have taken.** This is your time to really shine and show SPG that your business embraces learning as part of its culture. So take advantage of the opportunity to show off your smarts! You've earned it!

**Attached to this email you will find simple steps on how to print your Transcript directly from the CyberScholar Website.** We recommend that you designate an area (perhaps it's a folder or a bulletin board in the back room) where your employees can display and/or keep their transcripts. Encourage them to reprint the Transcript page after each new class they complete to keep it current — and voilà! Your store is audit ready at all times!

**If your staff members still haven't had a chance to set up their individual course access to CyberScholar, the attachment contains instructions on how to get this done as well. We encourage you to set aside some time today to help them get this done. It's quick and easy, and won't take more than two minutes of your time!**

May we also suggest that visiting [www.cyberscholar.com](http://www.cyberscholar.com) becomes a weekly occurrence for your employees, to ensure that they stay on top of new courses and gain useful knowledge to become better sales associates. Featured courses change from time to time as new courses become available, so just logging in once won't cut it! It's consistency that will matter the most, when it comes to knowing SPG's product line-up like the back of your hand.

**Thank you for embracing and encouraging a learning environment for your employees.** Training and continuing educating will keep them sharp and give you a leg up on the competition in every sales situation!

Sincerely,

Your Hyperlink Team  
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