



# OEM Training Profile: Toshiba

## Empowering dealers with a blended approach

by: Peter Morisco, Toshiba America Business Solutions (TABS)

*Editor's Note: This is the first in a series of article submissions from BTA-member OEMs providing a look at their current dealer training programs.*

**T**oshiba is reimagining dealer training. We recognize that while traditional e-learning remains essential, low engagement limits its effectiveness. Though Toshiba hosts an extensive library of on-demand training resources, only a core group of salespeople consistently leverage these tools. Therefore, we are reemphasizing hands-on, in-person learning. This approach fosters deeper engagement while driving stronger retention and application of knowledge in the field.

### The Power of In-Person Training

Our commitment to impactful learning has led us to develop two key training initiatives. The first is our Solutions Immersion Program, which provides structured and continuous training to interested dealer teams. We conduct two training sessions per month, each lasting approximately four hours. Following these sessions, our solutions team actively reinforces the training by working alongside dealers in the field. This grassroots methodology helps ensure that our dealers understand — as well as apply — real-world sales scenarios.

A critical component of this program is follow-up. Weekly check-ins with sales managers help schedule post-training fieldwork and direct calls to sales reps affirm the training is translating into tangible sales activities. Though only 90-days young, the program is already demonstrating impressive traction, particularly in generating new pipeline opportunities extending beyond traditional hardware sales.

### Streamlining Dealer Onboarding

We are also in the process of redefining dealer onboarding. When a dealership that was previously aligned with a single manufacturer adds Toshiba to its portfolio, the transition can be slow and challenging. We are taking deliberate steps to streamline and improve this process. Our onboarding plan features:

- A comprehensive orientation covering all aspects of Toshiba's business.
- Aligning Toshiba department leaders with key dealership personnel.
- Assigning a dedicated Toshiba project manager to facilitate seamless communication and coordination.
- Engaging our sales team to participate in all onboarding



meetings to ensure alignment and clarity.

- Regular debrief sessions to assess progress and continuously refine the onboarding process.
- Early results indicate a smoother transition for new dealers and a faster path to revenue generation.

### A Comprehensive Training Ecosystem

Beyond these two initiatives, Toshiba's Education and Development Team plays a pivotal role in preparing dealers for success. Our training philosophy focuses on customized, scalable programs catering to our dealers' unique needs. This training delivery model has evolved significantly — from mostly classroom training to 90% live, instructor-led e-learning sessions with self-paced multimedia content and a dedicated social learning platform, Toshiba eXchange.

### Blended Learning for Maximum Retention

One of our most successful recent initiatives is the Toshiba e-STUDIO Systems Training (TeST) program, a blended learning approach designed for newly hired sales professionals. This two-week program combines: instructor-led e-learning sessions; self-study assignments and product simulations; hands-on job assignments for real-world applications; and a competency exam.

Developed in response to dealer requests, TeST has been highly effective in accelerating the onboarding process for new sales reps. Since its launch in May 2024, more than 100 participants have completed the program.

### The Future of Dealer Training at Toshiba

Our mission is clear: Equip our dealers' sales teams with the knowledge, skills and confidence they require for success. By blending hands-on, in-person experiences with digital learning, we are driving stronger engagement, better knowledge retention and, ultimately, higher sales performance.

We look forward to continuing this journey, refining our programs and sharing our successes as we push the boundaries of dealer training in the technology sector. ■

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