

**Title:**

Add Value to your Business with Computer Courseware

**Word Count:**

554

**Summary:**

Here are some powerful ways you can add value to your business with computer courseware.

**Keywords:**

computer courseware, macintosh manuals, training courseware, microsoft courseware

**Article Body:**

Training employees and educating consumers to be able to use particular computer software is a tough job. It takes time and skill to write training manuals and design illustrations to go along with them. That's why many business owners are choosing computer courseware instead of creating training manuals of their own. Computer courseware is pre-designed and customizable so you can arrange the lessons and customize them to fit your training needs. It saves time and money, and can be done easily in-house once you have a copy of the training materials.

**What is Computer Courseware?**

Computer courseware is software and/or training materials used for educational purposes. Educational institutions may use courseware to teach students how to operate a particular computer software program. Companies may use it to educate employees on using a new software program that has been installed for business operations. Also, companies that sell computers, software, or other related products and services might offer computer courseware to their customers as a free "how-to" guide.

The training courseware can be used for almost any type of computer software. There are Macintosh manuals, Microsoft courseware, Adobe Photoshop courseware, Excel courseware, and many others.

**Tips for Maximizing your Computer Courseware Benefits**

To get the most benefit out of your computer courseware, use it in creative ways. For example, package it nicely and offer it as a free bonus with a

purchase to your clients. If you sell Microsoft Word software, then advertise up-front that each customer will receive a free beginner's course on how to use Microsoft Word. Then, include your Microsoft courseware with each purchase. If shipping products, package it neatly with the product. If selling in-store, make sure your employees know to give the bonus courseware with each purchase.

If you sell Macintosh computers, provide free Macintosh manuals with the computer. Those customers who are brand new to Macintosh computers will appreciate this tremendously!

#### Package your Computer Courseware for Long-Term Use

When you print the courseware manual, put the pages in a nice binder with your company logo, store location, phone number, and website address. Also include a "welcome" letter explaining briefly what the customer will learn in the course. Customers are more likely to keep the manual if it is packaged this way. If you hand them a lot of papers that have been stapled or bound together, these are likely to end up in the trash!

Another idea is to include a sales presentation at the beginning or conclusion of the courseware manual to try and up-sell customers on a new product or service. You're already providing something free that's of value, so why not make an offer while the customer is reading your materials?

If you operate an online business with an e-zine or newsletter, offer free computer courseware with every subscription. It may seem like a lot to give someone who's signing up for a free newsletter, but the rewards can be great. The long-term value of a newsletter subscriber base can be monumental!

As you can see, computer courseware can add great value to your products and services, and it's usually very easy and affordable to get started. All you have to do is order rights to the courseware, print your training manuals, and package them for distribution. Then, let the computer courseware materials do the rest!