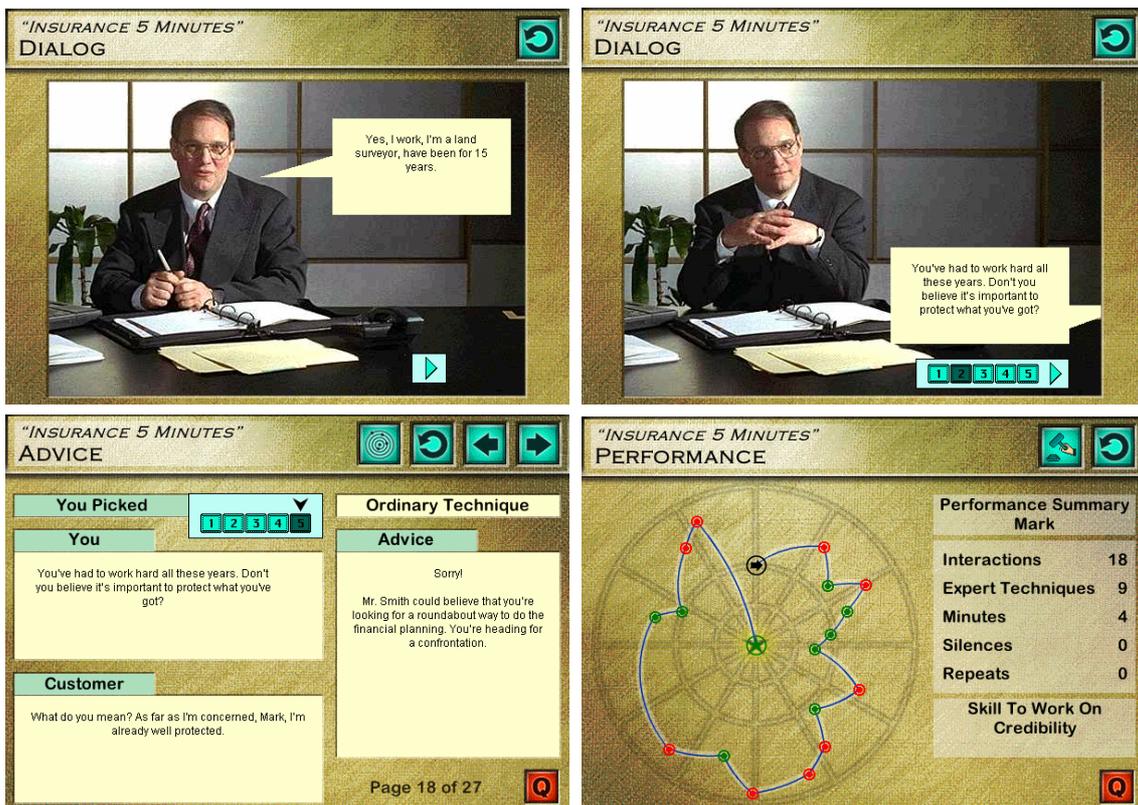


There is one easy way to learn from experience.

Role play training is the bridge between theory and practice, making the difference between knowing what to do and actually doing it. Roleplay Technologies develops interactive computer simulations that recreate real life business situations. Through our role playing simulations, the student learns communication skills in the same way as he will apply them on the job. We challenge the student to discover for himself the path to success while providing expert coaching every step of the way. The student gets the benefit of first-hand customer service experience by engaging a simulated customer in a realistic conversation that evolves according to what he chooses to say. At every turn confronting engaging alternatives that lead to believable consequences, the student feels personally involved in a business case rich enough in possibilities to captivate his imagination and fascinating enough not to end in just a few minutes. Once the simulation is complete, there is expert advice to guide his understanding, revealing how his actions shaped the thinking and the feeling that determined the reaction. He learns to recognise his mistakes and build on his successes. Whether in negotiation, sales, service, support, or recruiting, we can hone the communication skills for success: knowing what to say, how to say it and when to listen. Role play on the internet offers standardised just-in-time training: when needed, where needed, and as much as it takes.

How can best practice be turned into standard procedure? Roleplay Technologies transfers experience from expert to novice. Bringing the champion's winning ways to the entire team, our learning resources become lasting assets for the organisation. Our computational models of dialog enable us to capture the complexity of how people communicate with one another. Designed to reduce the time and effort required to produce an interactive dialog, our authoring system allows us to ensure the logical and linguistic consistency of every resulting simulation.

With over ten years of commercial research into the design of computer systems for teaching effective communication, Roleplay Technologies has developed the expertise to deliver realistic, scalable, and cost effective simulations for online training. We offer a full range of consulting services and customised products, including the development of virtual role plays, as well as their simulation and authoring systems. We make e-learning keep its promises.



The screenshots show the following components of the simulation interface:

- Dialog Screens:** Two screenshots showing a simulated customer (Mr. Smith) at a desk. The first shows the customer's initial statement: "Yes, I work, I'm a land surveyor, have been for 15 years." The second shows the simulated customer's response to the user's question: "You've had to work hard all these years. Don't you believe it's important to protect what you've got?"
- Advice Screen:** Shows the user's selected response ("You've had to work hard all these years. Don't you believe it's important to protect what you've got?") and the system's feedback: "Sorry! Mr. Smith could believe that you're looking for a roundabout way to do the financial planning. You're heading for a confrontation." It also shows the customer's next line: "What do you mean? As far as I'm concerned, Mark, I'm already well protected." The screen includes a "You Picked" dropdown menu and a "Customer" section.
- Performance Screen:** Displays a "Performance Summary Mark" with the following statistics:
 

Interactions	18
Expert Techniques	9
Minutes	4
Silences	0
Repeats	0

 Below the statistics is a "Skill To Work On Credibility" section. The screen also features a circular navigation diagram with red and green nodes.

The virtual role play method for sales training: listen, respond, review and improve.