



***rts* see effective product launches as the key to sales success
(*rts* claim most product launches waste time and money!)**

The Learning & development experts, ***rts***, have appointed **Jonathan Buckley** as their Senior Designer. Jonathan brings with him a lifetime of experience in designing and producing learning and launch events, with over 11 years in the Automotive sector, developing over 50 events per year.

rts Managing Director Richard Wells says; "We are focusing on supporting our clients with product launches and Jonathan is quite simply the best person in the industry for that job".

rts' own research has shown that most events spend a lot of money but don't always deliver the results.

Jonathan will be working with ***rts***' clients to create innovative launch and product events – with a strong emphasis on how salespeople retain knowledge; "The excitement generated at launch events is of course important," says Buckley.. "...but what salespeople do and say after the event is where true return on investment is delivered; if we do our learning design well, you will sell more cars"

rts are a specialist Automotive Learning and Development Agency, based in the UK and working with manufacturers globally, delivering blended learning, launch events as well as specialist F&I development.