



Trainer Alliance Prospectus

Build Your Training Business the Supported Way

Trainer Alliance is UTB's partner model for experienced educators and trainers who want to grow an independent training business using proven systems, brand credibility, and ongoing support.





USING
TECHNOLOGY
BETTER

Do Your Best Work

Trainer Alliance exists to scale UTB's impact by partnering with independent trainers and consultants who deliver this work locally.

Originally focused on schools and educators, UTB has evolved to serve businesses, leveraging decades of experience to help organisations improve workflows, streamline processes, and adopt technology with confidence.

- ✓ Working with Google, Microsoft, Apple, and Canva, our training goes beyond teaching tools – empowering teams to achieve seamless workflows and measurable results.
- ✓ From improving day-to-day efficiencies to implementing organisation-wide changes, UTB's expert guidance transforms technology adoption into a strategic advantage.
- ✓ For our clients, UTB has become a trusted partner in navigating the complexities of modern technology. Our consultancy and training services are designed to calm the chaos, supercharge productivity, and drive sustainable success.

With an emphasis on change facilitation and tailored solutions, we help organisations increase competence and confidence in using technology to achieve their goals.

UTB's 4 Pillars:



Consultancy and Design



Change Facilitation



Training and Facilitation



Insight and Reporting

A Dynamic Model Designed for Success

Using Technology Better operates a versatile business model, bridging the gap between IT teams and user application. Our approach combines targeted outreach and strategic partnerships to deliver high-quality training and consultancy services throughout the APAC region.

Core Services

UTB specialises in helping organisations integrate and optimise the use of tools from leading technology providers, including Google, Apple, Microsoft, and Canva.

To date, we have designed and delivered 27,500 tailored training sessions to 145,500 people across 12,500 organisations focused on improving workflows, boosting productivity, and driving confident technology adoption for teams of all sizes. As a Trainer Alliance Member, you step into established demand supported by UTB's reputation and partner relationships.

Strategic Partnerships

UTB works directly with major technology partners to deliver expert-led training that encourages users to leverage tools to their fullest potential. This collaboration allows UTB to stay at the forefront of tech trends and provide cutting-edge training solutions.

Client Engagement

UTB engages a client-centric approach, designing tailored training to meet the unique needs of each client, whether in education or the corporate world, ensuring that training aligns with specific goals and challenges. As expert trainers, we're uniquely positioned to identify and respond to client's pain points, equipping and empowering them to work confidently and effectively.

Global Reach

Operating across the APAC region, UTB delivers its services with a multinational perspective, ensuring relevance and adaptability to diverse markets and client needs. Our flexible delivery model enables us to serve a variety of industries while maintaining consistent quality and delivering high-impact results.



What Is The Trainer Alliance?

Trainer Alliance is a collaborative business ownership model designed for independent trainers. It is not a franchise. Members retain full ownership of their business while leveraging UTB's brand, systems, and support.

The strength of the model lies in its purpose, which is to grow the Using Technology Better brand by empowering small businesses to thrive in a competitive landscape by providing access to brand strength, buying power, established systems, quality jobs and contracts and a powerful support network.



Ownership

Trainer Alliance is a full ownership model. Members own their business whether they remain in the Alliance or choose to exit in the future.

Voting

Members have voting rights in key areas of operations and the wider Trainer Alliance strategy, reflecting Using Technology Better commitment to inclusivity and shared outcomes.

Support

Using Technology Better offers Members a range of business support options. Members can focus their time on serving their customers and growing their business. These would usually be mandatory in a franchise.

Reporting

Reporting is intentionally lightweight and limited to key business metrics, allowing Members to focus on delivery rather than administration.

Control

Trainer Alliance Members have far fewer restrictions in operating their business but agree collectively to follow a code of conduct and brand standards to promote and protect the brand they have invested in.

UTB For You



Training

At UTB, our comprehensive training covers everything you need to know to build a sustainable and commercially viable training business as a Using Technology Better Member.

Guiding you through everything from lead generation to scoping calls, sales scripts and quoting, we'll ensure you're well-versed in our standard operating procedures and confident in designing and delivering a great presentation. Our training will walk you through how to upsell, secure follow-up work and find, attract, win and deliver. When it comes to the tech, we can offer additional program training if you're interested in upskilling, or you can bid work you're unskilled in to fellow members and take your share of the profit for referring a lead into the network. This ensures Members are operational, confident, and client ready



Technology

As part of onboarding, Members receive structured training across UTB's systems and platforms to reduce setup time and decision fatigue.

Your membership also includes access to Microsoft and Google demonstration accounts, plus tailored recommendations for the best programs to manage your CRM and billing needs.

UTB For You



Support & Benefits

Support is designed to reduce friction in running your business while maintaining independence.

- Master Licenses – demo accounts
- Brand promotion
- Access to innovation and partner ecosystems including Microsoft, Canva, Google, and Apple.
- Systems improvement
- Landing page and Member directory
- Marketing collateral
- Job bidding
- Learning and teaching videos
- Runsheet and slide deck for training
- Follow up and review of training
- Feedback forms



Optional Support

These services are optional and can be accessed as your business grows.

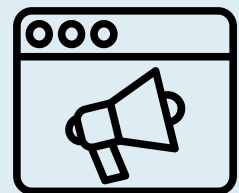
- Customer billing
- Marketing – Meta / video content
- Appointment Setting
- Quoting / estimates
- Bookkeeping

A Day In The Life



Business

- Build training program
- Managing enquiries, deals, proposals and billing



Marketing

- Marketing and sales
- Social media marketing
- Email marketing
- Events and sponsorship



Customers

- Engage new customers and leads
- Having initial scoping calls, introduction calls
- Delivering training

As a Trainer Alliance Member, the majority of your week is focused on client delivery, relationship building, and follow up.

Core systems, resources, and operational support are provided through UTB's framework.



A Growing Market

UsingTechnology Better operates primarily within the APAC region, delivering training and consultancy services across Australia, New Zealand, Malaysia, Japan, and beyond.

Outreach extends across Asia-Pacific and into regions like **India**, where demand for tech training continues to grow. We have steadily built a strong presence in both the education and corporate sectors, allowing us to address diverse client needs and establish ourselves as a trusted partner.

- Looking ahead, our immediate focus is solidifying our footprint within the APAC region, particularly in high-demand markets like **Australia** and **New Zealand**. As our member base grows and strengthens, we will be well-positioned to expand into new territories. In particular, we've identified significant potential in the **Middle East**, a region we aim to explore as we continue relationship-building across the globe.
- We have also begun delivering training in the **USA and Canada**, seeing these as key regions for future growth. With increased member engagement, we anticipate ramping up activities in North America to meet the rising demand.

By leveraging our proven expertise and relationship-building approach, we aim to enter new regions effectively, fostering strong connections and extending our reach into untapped markets.



FAQs

What financial information will I receive?

Later in the application process, we will provide a closer look at our Member financial model. In the meantime, we have provided some information on our membership subscription.

How long will it take before I operate?

We estimate that from the time you sign the agreement to when you are ready for your first customers will be approximately 100 days.

How do territories work?

While territories are non-exclusive, UTB actively manages Member density to avoid market saturation and protect Member viability.

Term

Membership terms are outlined in the membership agreement and discussed during the Roadmap Session

Who looks after advertising?

Members are provided with resources and guidance to advertise their services. The Support Office also provides a marketing service to Members.

What if this isn't the right fit for me?

Trainer Alliance is a full ownership model. Members retain their business and complete active projects if they choose to exit.

How do I get my first clients?

Members are trained on UTB's lead flow, scoping process, and job bidding systems during onboarding. Early work is often supported through internal referrals and existing demand.



Our Future Your Opportunity

At Using Technology Better, we're passionate about creating opportunities for teachers and educators looking to make a real impact outside the classroom.

If you've been looking for the chance to expand your reach, join us in providing fellow educators and employees access to technological solutions that can build their knowledge and confidence in the workplace.

**Help us empower clients to do their best work
Using Technology Better today!**

[Book a 30 minute fit call](#)

