CLAIMS

1. A computerized training system comprising programmatic code stored in computer readable memory configured to:

receive a selection of at least one training subject;

present via a first study session user interface on a trainee terminal during a study session a challenge corresponding to the selected training subject and role model phrases including key elements that the trainee is to be tested on, wherein the challenge and role model phrases are presented as written text and the key elements are visually emphasized as compared to the phrases in which they are incorporated, and wherein the role model phrases provide a model of a response to the challenge and wherein the role model phrases are visually separated from each other when presented;

textually present via a second study session user interface on the trainee terminal the challenge and the key elements, wherein the key elements are not embedded in surrounding phrases and are visually separated from one another,

present a video or animation of a character that audibly recites the key elements without the surrounding phrases and/or the role model phrases including the key elements;

via a first practice session user interface, provide the trainee with the challenge from a simulated customer or prospect, wherein the challenge is provided textually and via a video or animation of the real or simulated customer or prospect, and wherein the trainee is to provide a verbal, audible response to the challenge;

after receipt of an indication that the trainee has audibly responded to the challenge presented via the first practice session user interface, present the challenge and the corresponding key elements in at least textual form to the trainee; and

provide navigation controls via which the trainee can navigate directly between user interfaces, including from the first practice session user interface back to a previously presented study session user interface.

2. The system as defined in Claim 0, wherein the programmatic code is further configured to:

store a first challenge score related to the correctness and/or completeness of an audibly provided trainee challenge response, wherein the correctness and/or completeness score is based at least in part on the correspondence of the trainee challenge response to corresponding key elements presented during the study session.

3. The system as defined in Claim 2, wherein the programmatic code is further configured to:

receive and store a second challenge score related to the audibly verbalized trainee response, wherein the second challenge score is related to how quickly the trainee initiated the challenge response; and

receive and store a third challenge score related to the audibly verbalized trainee response, wherein the third challenge score is related to the confidence and/or style with which the trainee verbalized the challenge response.

4. The system as defined in Claim 3, wherein the programmatic code is further configured to use a formula to generate a cumulative score using at least the following:

the first challenge score related to the correctness and/or completeness of the challenge response;

the second challenge score related to how quickly the trainee provided the challenge response; and

the third challenge score related to the confidence and/or style with which the trainee verbalized the challenge response.

5. The system as defined in Claim 0, wherein the programmatic code is further configured to present each key element in bullet form via the second study session user interface.

6. The system as defined in Claim 0, wherein the programmatic code is further configured to provide for display on the trainee terminal each role model phrase in bullet form.

7. The system as defined in Claim 0, wherein the programmatic code is further configured to present a control, which when activated by the trainee, causes a user interface to be repeated.

8. The system as defined in Claim 0, wherein the training subject is related to sales, service, how to relate in a personal situation, academic knowledge, overcoming objections to a course of action, and/or proper procedures at a place of employment.

9. The system as defined in Claim 0, further comprising the trainee terminal, a facilitator terminal used to enter scores, and a server configured to service the first study session user interface, the second study session user interface, and the first practice session user interface.

10. The system as defined in Claim 0, wherein a complete response to the challenge includes a plurality of elements describing a product or service.

11. A method of providing training using a computerized system, the method comprising:

receiving a selection of at least one training subject;

providing for display on a trainee terminal during a study session a first study session user interface, the first study user interface including a challenge corresponding to the selected training subject and role model phrases including key elements that the trainee is to be tested on, wherein

the challenge and role model phrases are provided for display as written text,

the key elements are visually emphasized as compared to the phrases in which they are incorporated, and

the role model phrases provide a model of a response to the challenge and wherein the role model phrases are visually separated from each other when presented;

providing for display on the trainee terminal a second study session user interface, the second study session user interface including the challenge and the key elements in text form, wherein the key elements are not embedded in surrounding phrases and are visually separated from one another,

providing for display on the trainee terminal a video or animation of a character audibly reciting the key elements without the surrounding phrases and/or the role model phrases including the key elements;

providing for display on the trainee terminal a first practice session user interface that presents the trainee with the challenge from a simulated customer or

prospect, wherein the challenge is provided textually and via a video or animation of the real or simulated customer or prospect, and wherein the trainee is to provide a verbal, audible response to the challenge;

after receipt of an indication that the trainee has audibly responded to the challenge presented via the first practice session user interface, providing for display on the trainee terminal the challenge and the corresponding key elements in at least textual form to the trainee;

providing navigation controls via which the trainee can navigate directly between user interfaces, including from the first practice session user interface back to a previously presented study session user interface;

receiving navigation instructions via the navigation controls; and

responding to the navigation instructions by providing a corresponding user interface.

12. The method as defined in Claim 10, further comprising

storing a first challenge score related to the correctness and/or completeness of an audibly provided trainee challenge response,

wherein the correctness and/or completeness score is based at least in part on the correspondence of the trainee challenge response to corresponding key elements presented during the study session.

13. The method as defined in Claim 12, further comprising:

receiving and storing a second challenge score related to the audibly verbalized trainee response, wherein the second challenge score is related to how quickly the trainee initiated the challenge response; and

receiving and storing a third challenge score related to the audibly verbalized trainee response, wherein the third challenge score is related to the confidence and/or style with which the trainee verbalized the challenge response.

14. The method as defined in Claim 13, further comprising:

generating a cumulative score using at least the following:

the first challenge score related to the correctness and/or completeness of the challenge response;

the second challenge score related to how quickly the trainee provided the challenge response; and

the third challenge score related to the confidence and/or style with which the trainee verbalized the challenge response.

15. The method as defined in Claim 10, further comprising presenting each key element in bullet form via the second study session user interface.

16. The method as defined in Claim 10, further comprising providing for display on the trainee terminal each role model phrase in bullet form.

17. The method as defined in Claim 10, further comprising providing for display on the trainee terminal a control, which when activated by the trainee, causes a user interface to be repeated.

18. The method as defined in Claim 10, wherein the training subject is related to sales, service, how to relate in a personal situation, academic knowledge, overcoming objections to a course of action, and/or proper procedures at a place of employment.

19. The method as defined in Claim 10, wherein one or more user interfaces are served to the trainee terminal by a remote server.

20. The method as defined in Claim 10, wherein a complete response to the challenge includes a plurality of elements describing a product or service.

21. A computerized training system comprising programmatic code stored in computer readable memory configured to:

present via a first study session user interface on a user terminal a challenge corresponding to a selected training subject and role model phrases including key elements that the user is to be tested on, wherein the challenge and role model phrases are presented as written text and wherein the role model phrases provide a model of a response to the challenge;

textually present via a second study session user interface on the user terminal the challenge and the key elements, wherein the key elements are not embedded in surrounding phrases and are visually separated from one another;

present the user, via a first practice session user interface on the user terminal, with the challenge both textually and via a video or animation of a real

or simulated person that appears to speak the challenge, wherein the user is to provide a verbal, audible response to the challenge;

after receipt of an indication that the user has audibly responded to the challenge presented via the first practice session user interface, present the challenge and the corresponding key elements in at least textual form to the user; and

provide navigation controls via which the user can navigate directly between user interfaces, including from the first practice session user interface back to a previously presented study session user interface.

22. The system as defined in Claim 21, wherein the programmatic code is further configured to visually emphasize the key elements in the first study session user interface as compared to the phrases in which they are incorporated.

23. The system as defined in Claim 21, wherein the programmatic code is further configured to visually separate the role model phrases from each other when presented via the first study session user interface.

24. The system as defined in Claim 21, wherein the programmatic code is further configured to present a video or animation of a character that audibly recites the key elements without the surrounding phrases and/or the role model phrases including the key elements.

25. The system as defined in Claim 21, wherein the person is a simulated customer or prospect.

26. The system as defined in Claim 21, wherein the programmatic code is further configured to:

store a first challenge score related to the correctness and/or completeness of an audibly provided user challenge response, wherein the correctness and/or completeness score is based at least in part on the correspondence of the user challenge response to corresponding key elements presented during the study session.

27. The system as defined in Claim 27, wherein the programmatic code is further configured to:

receive and store a second challenge score related to the audibly verbalized user response, wherein the second challenge score is related to how quickly the user initiated the challenge response; and

receive and store a third challenge score related to the audibly verbalized user response, wherein the third challenge score is related to the confidence and/or style with which the user verbalized the challenge response.

28. The system as defined in Claim 27, wherein the programmatic code is further configured to use a formula to generate a cumulative score using at least the following:

the first challenge score related to the correctness and/or completeness of the challenge response;

the second challenge score related to how quickly the user provided the challenge response; and

the third challenge score related to the confidence and/or style with which the user verbalized the challenge response.

29. The system as defined in Claim 21, wherein the programmatic code is further configured to present each key element and/or each role model phrase in bullet form.

30. The system as defined in Claim 21, wherein the programmatic code is further configured to present a control, which when activated by the user, causes a user interface to be repeated.

31. The system as defined in Claim 21, wherein the training subject is related to sales, service, how to relate in a personal situation, academic knowledge, overcoming objections to a course of action, and/or proper procedures at a place of employment.

32. The system as defined in Claim 21, further comprising the user terminal, a facilitator terminal used to enter scores, and a server configured to serve one or more user interfaces.

33. The system as defined in Claim 21, wherein a complete response to the challenge includes a plurality of elements describing a product or service.

34. A method of providing training using a computerized system, the method comprising:

providing for display on a user terminal during a study session a first study session user interface, the first study user interface including a challenge

corresponding to a first training subject and role model phrases including key elements that the user is to be tested on, wherein

the challenge and role model phrases are provided for display as written text, and

the role model phrases provide a model of a response to the challenge;

providing for display on the user terminal a second study session user interface, the second study session user interface including the challenge and the key elements in at least text form, wherein the key elements are not embedded in surrounding phrases and are visually separated from one another,

providing for display on the user terminal a video or animation of a character audibly reciting at least the key elements;

providing for display on the user terminal a first practice session user interface that presents the user with the challenge from a person, wherein the challenge is provided textually and via a video or animation of the person, and wherein the user is to provide a verbal, audible response to the challenge;

after receipt of an indication that the user has audibly responded to the challenge presented via the first practice session user interface, providing for display on the user terminal the challenge and the corresponding key elements in at least textual form to the user;

providing navigation controls via which the user can navigate directly between user interfaces, including from the first practice session user interface back to a previously presented study session user interface;

receiving navigation instructions via the navigation controls; and

responding to the navigation instructions by providing a corresponding user interface.

35. The method as defined in Claim 33, further comprising emphasizing the key elements as compared to the phrases in which they are incorporated via the first study session user interface.

36. The method as defined in Claim 33, further comprising visually separating the role model answers from each other when presented via the first study session user interface.

37. The method as defined in Claim 33, wherein the step of providing for display on the user terminal the video or animation of a character audibly reciting the key elements is performed without the surrounding phrases being audibly recited.

38. The method as defined in Claim 33, wherein the step of providing for display on the user terminal the video or animation of a character audibly reciting the key elements is performed with the surrounding role model phrases. including the key elements, being audibly recited.

39. The method as defined in Claim 33, wherein the person is a simulated customer or prospect.

40. The method as defined in Claim 33, further comprising:

storing a first challenge score related to the correctness and/or completeness of an audibly provided user challenge response,

wherein the correctness and/or completeness score is based at least in part on the correspondence of the user challenge response to corresponding key elements presented during the study session.

41. The method as defined in Claim 40, further comprising:

receiving and storing a second challenge score related to the audibly verbalized user response, wherein the second challenge score is related to how quickly the user initiated the challenge response; and

receiving and storing a third challenge score related to the audibly verbalized user response, wherein the third challenge score is related to the confidence and/or style with which the user verbalized the challenge response.

42. The method as defined in Claim 41 further comprising:

generating a cumulative score using at least the following:

the first challenge score related to the correctness and/or completeness of the challenge response;

the second challenge score related to how quickly the user provided the challenge response; and

the third challenge score related to the confidence and/or style with which the user verbalized the challenge response.

43. The method as defined in Claim 33, further comprising presenting each key element and/or each role model phrase in bullet form via the second study session user interface.

44. The method as defined in Claim 33, further comprising providing for display on the user terminal a control, which when activated by the user, causes a user interface to be repeated.

45. The method as defined in Claim 33, wherein the training subject is related to sales, service, how to relate in a personal situation, academic knowledge, overcoming objections to a course of action, and/or proper procedures at a place of employment.

46. The method as defined in Claim 33, wherein one or more of the user interfaces are served to the user terminal by a remote server.

47. The method as defined in Claim 33, wherein a complete response to the challenge includes a plurality of elements describing a product or service.

What is claimed is:

1. A computerized training system comprising non-transitory computer readable memory storing programmatic code, that when executed by a computing device is configured to perform operations comprising:

receive a selection of at least one training subject;

present via a first study session user interface on a trainee terminal during a study session a challenge, wherein the challenge is to be audibly responded to when delivered by a simulated customer or prospect during a first practice session, the challenge corresponding to the selected training subject, and role model phrases including key elements that a trainee is to be tested on, wherein the challenge and role model phrases are presented as written text and the key elements are visually emphasized as compared to the phrases in which they are incorporated, and wherein the role model phrases provide a model of a response to the challenge and wherein the role model phrases are visually separated from each other when presented;

textually present via a second study session user interface on the trainee terminal the challenge and the key elements, wherein the key elements are not embedded in surrounding phrases and are visually separated from one another and wherein the challenge is to be audibly responded to when delivered by the simulated customer or prospect during the first practice session,

present a video or animation of a character that audibly recites:

the key elements without the surrounding phrases, or

the role model phrases including the key elements, or

both the key elements without the surrounding phrases and the role model phrases including the key elements;

via a first practice session user interface, provide the trainee with the challenge from the simulated customer or prospect, wherein the challenge is provided textually and via a video or animation of the real or simulated customer or prospect, and wherein the trainee is to provide a verbal, audible response to the challenge;

after receipt of an indication that the trainee has audibly responded to the challenge presented via the first practice session user interface, present the challenge, provided from the simulated customer or prospect via the first practice session user interface, and the corresponding key elements in at least textual form to the trainee; and

provide navigation controls via which the trainee can navigate directly between user interfaces, including from the first practice session user interface back to a previously presented study session user interface.

2. The system as defined in claim 1, wherein the programmatic code is further configured to:

store a first challenge score related to:

correctness of the audibly provided trainee challenge response, or

completeness of the audibly provided trainee challenge response, or

both the correctness of the audibly provided trainee challenge response and the completeness of the audibly provided trainee challenge response;

wherein the first score is based at least in part on a correspondence of the trainee challenge response to corresponding key elements presented during the study session.

3. The system as defined in claim 2, wherein the programmatic code is further configured to:

receive and store a second challenge score related to the audibly verbalized trainee response, wherein the second challenge score is related to how quickly the trainee initiated the challenge response; and

receive and store a third challenge score related to the audibly verbalized trainee response, wherein the third challenge score is related to:

confidence with which the trainee verbalized the challenge response, or

style with which the trainee verbalized the challenge response, or

both the confidence with which the trainee verbalized the challenge response and the style with which the trainee verbalized the challenge response.

4. The system as defined in claim 3, wherein the programmatic code is further configured to use a formula to generate a cumulative score using at least the following:

the first challenge score related to:

correctness of the challenge response, or

completeness of the challenge response; or

both the correctness of the challenge response and the completeness of the challenge response;

the second challenge score related to how quickly the trainee provided the challenge response; and

the third challenge score related to:

the confidence with which the trainee verbalized the challenge response, or

the style with which the trainee verbalized the challenge response, or

both the confidence with which the trainee verbalized the challenge response and the style with which the trainee verbalized the challenge response.

5. The system as defined in claim 1, wherein the programmatic code is further configured to present each key element in bullet form via the second study session user interface.

6. The system as defined in claim 1, wherein the programmatic code is further configured to provide for display on the trainee terminal each role model phrase in bullet form.

7. The system as defined in claim 1, wherein the programmatic code is further configured to present a control, which when activated by the trainee, causes a user interface to be repeated.

8. The system as defined in claim 1, wherein the training subject is related to:

(a) sales, or

(b) service, or

(c) how to relate in a personal situation, or

(d) academic knowledge,

(e) overcoming objections to a course of action, or

(f) proper procedures at a place of employment, or

any combination of (a), (b), (c), (d), (e), or (f).

9. The system as defined in claim 1, further comprising the trainee terminal, a facilitator terminal used to enter scores, and a server configured to service the first study session user interface, the second study session user interface, and the first practice session user interface.

10. The system as defined in claim 1, wherein a complete response to the challenge includes a plurality of elements describing a product or service.

11. A method of providing training using a computerized system, the method comprising:

receiving, at the computerized system, a selection of at least one training subject;

at least partly in response to receiving the selection, providing, via the computerized system, for display on a trainee terminal during a study session a first study session user interface, the first study user interface including a challenge, wherein the challenge is to be audibly responded to by a trainee when delivered by a simulated customer or prospect during a first practice session, the challenge corresponding to the selected training subject and role model phrases including key elements that the trainee is to be tested on, wherein

the challenge and role model phrases are provided for display as written text,

the key elements are visually emphasized as compared to the phrases in which they are incorporated, and

the role model phrases provide a model of a response to the challenge and wherein the role model phrases are visually separated from each other when presented

and wherein the challenge is to be audibly responded to when delivered by the simulated customer or prospect during the first practice session;

providing, via the computerized system, for display on the trainee terminal a second study session user interface, the second study session user interface including the challenge and the key elements in text form, wherein the key elements are not embedded in surrounding phrases and are visually separated from one another and wherein the challenge is to be audibly responded to when delivered by the simulated customer or prospect during the first practice session,

providing, via the computerized system, for display on the trainee terminal a video or animation of a character audibly reciting the key elements without:

the surrounding phrases, or

the role model phrases including the key elements, or

both the surrounding phrases and the role model phrases including the key elements;

providing, via the computerized system, for display on the trainee terminal a first practice session user interface that presents the trainee with the challenge from the simulated customer or prospect, wherein the challenge is provided textually and via a video or animation of the real or simulated customer or prospect, and wherein the trainee is to provide a verbal, audible response to the challenge;

after receipt, at the computerized system, of an indication that the trainee has audibly responded to the challenge presented via the first practice session user interface, providing, via the computerized system, for display on the trainee terminal the challenge, provided from the simulated customer or prospect via the first practice session user interface, and the corresponding key elements in at least textual form to the trainee;

calculating at least one score related to the audibly provided trainee challenge response;

providing the calculated at least one score for display;

providing, via the computerized system, navigation controls via which the trainee can navigate directly between user interfaces, including from the first practice session user interface back to a previously presented study session user interface;

receiving, at the computerized system, navigation instructions via the navigation controls; and

responding, via the computerized system, to the navigation instructions by providing a corresponding user interface.

12. The method as defined in claim 11, further comprising

storing a first challenge score related to:

correctness of the audibly provided trainee challenge response, or

completeness of the audibly provided trainee challenge response, or

both the correctness of the audibly provided trainee challenge response and the completeness of the audibly provided trainee challenge response,

wherein the first challenge score is based at least in part on a correspondence of the trainee challenge response to corresponding key elements presented during the study session.

13. The method as defined in claim 12, further comprising:

receiving and storing a second challenge score related to the audibly verbalized trainee response, wherein the second challenge score is related to how quickly the trainee initiated the challenge response; and

receiving and storing a third challenge score related to the audibly verbalized trainee response, wherein the third challenge score is related to:

confidence, or

style,

or both the confidence and style,

with which the trainee verbalized the challenge response.

14. The method as defined in claim 13, further comprising:

generating a cumulative score using at least the following:

the first challenge score related to:

correctness of the challenge response, or

completeness of the challenge response; or

both the correctness of the challenge response and the completeness of the challenge response;

the second challenge score related to how quickly the trainee provided the challenge response; and

the third challenge score related to:

the confidence and/or style with which the trainee verbalized the challenge response

the confidence with which the trainee verbalized the challenge response, or

the style with which the trainee verbalized the challenge response, or

both the confidence with which the trainee verbalized the challenge response and the style with which the trainee verbalized the challenge response.

15. The method as defined in claim 11, further comprising presenting each key element in bullet form via the second study session user interface.

16. The method as defined in claim 11, further comprising providing for display on the trainee terminal each role model phrase in bullet form.

17. The method as defined in claim 11, further comprising providing for display on the trainee terminal a control, which when activated by the trainee, causes a user interface to be repeated.

18. The method as defined in claim 11, wherein the training subject is related to;

(a) sales, or

(b) service, or

(c) how to relate in a personal situation, or

(d) academic knowledge,

(e) overcoming objections to a course of action, or

(f) proper procedures at a place of employment, or

any combination of (a), (b), (c), (d), (e), or (f).

19. The method as defined in claim 11, wherein one or more user interfaces are served to the trainee terminal by a remote server.

20. The method as defined in claim 11, wherein a complete response to the challenge includes a plurality of elements describing a product or service.

21. A computerized training system comprising non-transitory computer readable memory storing programmatic code, that when executed by a computing device is configured to perform operations comprising:

present via a first study session user interface on a user terminal a challenge, wherein the challenge is to be audibly responded to when delivered by a real or simulated person during a first practice session, the challenge corresponding to a selected training subject and role model phrases including key elements that a user is to be tested on, wherein the challenge and role model phrases are presented as written text and wherein the role model phrases provide a model of a response to the challenge;

textually present via a second study session user interface on the user terminal the challenge and the key elements, wherein the key elements are not embedded in surrounding phrases and are visually separated from one another and wherein the challenge is to be audibly responded to when delivered by the real or simulated person during the first practice session;

present the user, via a first practice session user interface on the user terminal, with the challenge both textually and via a video or animation of the real or simulated person that appears to speak the challenge, wherein the user is to provide a verbal, audible response to the challenge;

after receipt of an indication that the user has audibly responded to the challenge presented delivered by the real or simulated person via the first practice session user interface, present the challenge and the corresponding key elements in at least textual form to the user; and

provide navigation controls via which the user can navigate directly between user interfaces, including from the first practice session user interface back to a previously presented study session user interface.

22. The system as defined in claim 21, wherein the programmatic code is further configured to visually emphasize the key elements in the first study session user interface as compared to the phrases in which they are incorporated.

23. The system as defined in claim 21, wherein the programmatic code is further configured to visually separate the role model phrases from each other when presented via the first study session user interface.

24. The system as defined in claim 21, wherein the programmatic code is further configured to present a video or animation of a character that audibly recites the key elements without:

the surrounding phrases, or

the role model phrases including the key elements, or

both the surrounding phrases and the role model phrases including the key elements.

25. The system as defined in claim 21, wherein the person is a simulated customer or prospect.

26. The system as defined in claim 21, wherein the programmatic code is further configured to:

store a first challenge score related to

correctness of the audibly provided user challenge response, or

completeness of the audibly provided user challenge response, or

both the correctness and completeness of the audibly provided user challenge response,

wherein the first challenge score is based at least in part on a correspondence of the user challenge response to corresponding key elements presented during the study session.

27. The system as defined in claim 26, wherein the programmatic code is further configured to:

receive and store a second challenge score related to the audibly verbalized user response, wherein the second challenge score is related to how quickly the user initiated the challenge response; and

receive and store a third challenge score related to the audibly verbalized user response, wherein the third challenge score is related to:

confidence, or

style,

or both the confidence and style

with which the user verbalized the challenge response.

28. The system as defined in claim 27, wherein the programmatic code is further configured to use a formula to generate a cumulative score using at least the following:

the first challenge score related to:

the correctness of the challenge response, or

completeness of the challenge response,

or both the correctness and completeness of the challenge response;

the second challenge score related to how quickly the user provided the challenge response; and

the third challenge score related to:

the confidence with which the user verbalized the challenge response, or

the style with which the user verbalized the challenge response, or

both the confidence and style with which the user verbalized the challenge response.

29. The system as defined in claim 21, wherein the programmatic code is further configured to present:

each key element; or

each role model phrase, or

both each key element and each role model phrase,

in bullet form.

30. The system as defined in claim 21, wherein the programmatic code is further configured to present a control, which when activated by the user, causes a user interface to be repeated.

31. The system as defined in claim 21, wherein the training subject is related to:

(a) sales, or

(b) service, or

(c) how to relate in a personal situation, or

(d) academic knowledge,

(e) overcoming objections to a course of action, or

(f) proper procedures at a place of employment, or

any combination of (a), (b), (c), (d), (e), or (f).

32. The system as defined in claim 21, further comprising the user terminal, a facilitator terminal used to enter scores, and a server configured to serve one or more user interfaces.

33. The system as defined in claim 21, wherein a complete response to the challenge includes a plurality of elements describing a product or service.

34. A method of providing training using a computerized system, the method comprising:

providing, via the computerized system, for display on a user terminal during a study session a first study session user interface, the first study user interface including a challenge wherein the challenge is to be audibly responded to by a user when delivered by the person during a first practice session, the challenge corresponding to a first training subject and role model phrases including key elements that the user is to be tested on, wherein

the challenge and role model phrases are provided for display as written text, and

the role model phrases provide a model of a response to the challenge;

providing, via the computerized system, for display on the user terminal a second study session user interface, the second study session user interface including the challenge and the key elements in at least text form, wherein the key elements are not embedded in surrounding phrases and are visually separated from one another and wherein the challenge is to be audibly responded to when delivered by the person during the first practice session,

providing, via the computerized system, for display on the user terminal a video or animation of a character audibly reciting at least the key elements;

providing, via the computerized system, for display on the user terminal a first practice session user interface that presents the user with the challenge from a person, wherein the challenge is provided textually and via a video or animation of the person, and wherein the user is to provide a verbal, audible response to the challenge;

after receipt of an electronic indication at the computer system that the user has audibly responded to the challenge presented via the first practice session user interface, providing, via the computerized system, for display on the user terminal the challenge,

provided from the person via the first practice session, and the corresponding key elements in at least textual form to the user;

calculating at least one score related to the audibly provided trainee challenge response;

providing the calculated at least one score for display;

providing, via the computerized system, navigation controls via which the user can navigate directly between user interfaces, including from the first practice session user interface back to a previously presented study session user interface;

receiving, at the computerized system, navigation instructions via the navigation controls; and

responding, via the computerized system, to the navigation instructions by providing a corresponding user interface.

35. The method as defined in claim 34, further comprising emphasizing the key elements as compared to the phrases in which they are incorporated via the first study session user interface.

36. The method as defined in claim 34, further comprising visually separating the role model answers from each other when presented via the first study session user interface.

37. The method as defined in claim 34, wherein the step of providing for display on the user terminal the video or animation of a character audibly reciting the key elements is performed without the surrounding phrases being audibly recited.

38. The method as defined in claim 34, wherein the step of providing for display on the user terminal the video or animation of a character audibly reciting the key elements is performed with the surrounding role model phrase, including the key elements, being audibly recited.

39. The method as defined in claim 34, wherein the person is a simulated customer or prospect.

40. The method as defined in claim 34, further comprising:

storing a first challenge score related to:

correctness of the audibly provided user challenge response, or

completeness of the audibly provided user challenge response, or

both the correctness and completeness of the audibly provided user challenge response;

wherein the first challenge score is based at least in part on a correspondence of the user challenge response to corresponding key elements presented during the study session.

41. The method as defined in claim 40, further comprising:

receiving and storing a second challenge score related to the audibly verbalized user response, wherein the second challenge score is related to how quickly the user initiated the challenge response; and

receiving and storing a third challenge score related to the audibly verbalized user response, wherein the third challenge score is related to:

confidence, or

style,

or both the confidence and style,

with which the user verbalized the challenge response.

42. The method as defined in claim 41 further comprising:

generating a cumulative score using at least the following:

the first challenge score related to:

correctness of the challenge response, or

completeness of the challenge response; or

both the correctness of the challenge response and the completeness of the challenge response;

the second challenge score related to how quickly the user provided the challenge response; and

the third challenge score related to:

the confidence with which the trainee verbalized the challenge response, or

the style with which the trainee verbalized the challenge response, or

both the confidence with which the trainee verbalized the challenge response and the style with which the trainee verbalized the challenge response.

43. The method as defined in claim 34, further comprising presenting:

each key element, or

each role model phrase, or

both each key element and each role model phrase,

in bullet form via the second study session user interface.

44. The method as defined in claim 34, further comprising providing for display on the user terminal a control, which when activated by the user, causes a user interface to be repeated.

45. The method as defined in claim 34, wherein the training subject is related to:

(a) sales, or

(b) service, or

(c) how to relate in a personal situation, or

(d) academic knowledge,

(e) overcoming objections to a course of action, or

(f) proper procedures at a place of employment, or

any combination of (a), (b), (c), (d), (e), or (f).

46. The method as defined in claim 34, wherein one or more of the user interfaces are served to the user terminal by a remote server.

47. The method as defined in claim 34, wherein a complete response to the challenge includes a plurality of elements describing a product or service.

48. The system as defined in claim 1, wherein the programmatic code is further configured to provide a score related to how confidently the trainee verbalized the challenge response.

49. The system as defined in claim 1, wherein the programmatic code is further configured to calculate at least one score related to the audibly provided trainee challenge response and provide the calculated at least one score for display.

50. The system as defined in claim 1, wherein the programmatic code is further configured to calculate a cumulative score based on a plurality of differently weighted scores related to the audibly provided trainee challenge response and provide the calculated cumulative score.

51. The system as defined in claim 1, further comprising an application server, a scenario database, and a user database.

52. The method as defined in claim 11, wherein the at least one score is related to how confidently the trainee verbalized the challenge response.

53. The system as defined in claim 21, wherein the programmatic code is further configured to store and provide a score related to the audibly verbalized user response, wherein the challenge score is related to how confidently the user verbalized the challenge response.

54. The system as defined in claim 21, wherein the programmatic code is further configured to calculate at least one score related to the audibly provided user challenge response and provide the calculated at least one score for display.

55. The system as defined in claim 21, wherein the programmatic code is further configured to calculate a cumulative score based on a plurality of differently weighted scores related to the audibly provided user challenge response and provide the calculated cumulative score for display.

56. The system as defined in claim 21, further comprising an application server, a scenario database, and a user database.

57. The method as defined in claim 34, further comprising storing and providing a score related to the audibly verbalized user response, wherein the score is related to how confidently the user verbalized the challenge response.