ValueSelling Associates reduces licensing and customer support costs with Litmos

Industry
Education & Professional Services

Sector
Channel Training & Customer Training

ValueSelling Associates is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000, mid-sized and start-up companies, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results. Clients turn to the experts at ValueSelling Associates for services that yield immediate impact, repeatable strategies, and sustainable results.

The Challenge

In the past, ValueSelling Associates employed various Learning Management Systems to support their growing library of sales training courses. They discovered that most LMS's were largely designed for organizations primarily focused on training internal corporate customers with complex learning frameworks and niche IT standards. ValueSelling Associates did not have this luxury.

Instead, they sought:

- A rapid rollout of product training to a global sales team and channel partners
- A platform available across the world, accessible in many different languages
- A centralized, intuitive, enjoyable, and dynamic training environment.

ValueSelling Associates decided that it needed a solution flexible enough to work across all browsers and devices, anywhere, at any time, and easy enough for both new and existing clients to leverage immediately.

The Solution

Based on their previous experience with other learning management systems in the market, ValueSelling Associates chose Litmos LMS not only because it was half the cost of the other systems they had tried, but also because their courses worked consistently across customer browsers and devices within an intuitive learning environment. They found success deploying ValueSelling Framework® courses across laptops, tablets and smartphones for Mac and PC users, across the most popular web browsers: Chrome, Internet Explorer, Safari and Firefox deployment costs, client support, and affordable/scalable pricing structure.

The Results

Since ValueSelling Associates deployed Litmos over two years ago to support online training through ValueSelling "Learn it Online," they have recognized:

"We chose Litmos because we couldn't predict what platform or browser our end users would be using: Mac or PC, Safari or Internet Explorer or Chrome, or tablets or smart phones. **Our stuff has to work on everything. Litmos fit the bill!**"

- Lorin Yeater, Creative Director

Cost Savings

ValueSelling has seen a significant reduction in costs for licensing and customer support.

Course Development Time Drop

Course development time has been reduced.

Time-to-Market Acceleration

ValueSelling is able to turn around new courses more quickly, getting its proprietary tools onto the market and generating income for the company.