



TrainingEdge.com LMS Reduces the Time it Takes to Deliver Training

THE CHALLENGE

ValueSelling Associates, the creators of the ValueSelling Framework and the first provider of a formula based sales approach, needed a system in place that could provide its clients with a quicker, more informative training option so that they could provide more value to their customers by reducing the sales executive's time out of the field.

THE SOLUTION

TrainingEdge.com LMS provides access to the ValueSelling training courses to all sales representatives – on demand.

The company was able to migrate and/or create more than 16 courses to its new online training system for its employees and customers. ValueSelling Associates has been able to produce savings for its clients with reduced travel expenses and increase its field presence by keeping employees on the road or in the office instead of in a classroom away from work for long periods of time.

They are currently expanding their availability of the ValueSelling curriculum to include Spanish, German and Italian which broadens ValueSelling Associates' market presence. They have been able to provide flexible training solutions, that includes the online delivery of curriculum, which has been key to the organization's continued growth and success in the market place.

THE RESULTS

"With TrainingEdge.com LMS we have taken what was once only delivered in a multi-day, in-person, instructor led training session and significantly reduced the time it takes to deliver the information – in some cases down to a few hours," says Julie Thomas, President & CEO of ValueSelling Associates. "The solution is easy to use and flexible, allowing me to continually improve my applications and get the most important information to my customers in a timely manner. The biggest expense that my clients face with training their sales teams is the expense of having them in the classroom – we have minimized this by offering a significant portion of our content online and making it available 7 by 24."

ABOUT OUTSTART

At OutStart, we're out to solve a big problem.

Most organizations possess a wealth of underutilized collective intelligence around their products, services, and processes. This underutilization negatively impacts employees, customers, and partners, costing precious time and money while hindering performance. Said simply, "what your people don't know will hurt you."

OutStart's social business software and learning systems act like a lifeline: connecting people to the know-how, creativity, and learning they require to be efficient, effective, and agile.

Since its inception in 1999, and backed by leading venture capital firms, OutStart has matured into a profitable and rapidly growing company with an impressive range of customers, who are surpassing their expectations and delivering exceptional business results. The company is honored to have customers like Autodesk, BB&T, Boeing Company, BT, CVS Caremark, DIRECTV, EDS, Internal Revenue Service, Lufthansa, McDonald's, MetLife, Prudential, TiVo, Australian Defence Force, U.S. Navy, UK Ministry of Defence, Verizon Wireless, and Yum! Brands.

OutStart Inc.

745 Atlantic Avenue, Fourth Floor

Boston, MA 02111

Phone: 617.897.6800

Fax: 617.897.6801

www.outstart.com