

# OUTSTART



## OutStart LMS Reduces the Time it Takes to Deliver 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 FORTUNE 1000 business-to-business sales organizations compete and win. Clients turn to the experts at ValueSelling Associates for classroom training, online training and consulting services that yield immediate impact, repeatable strategies and sustainable results. With the ValueSelling Framework, sales teams of all sizes learn the secret to qualifying prospects and converting them to profitable customers. ValueSelling develops, integrates and delivers its sales training courses using OutStart's software.

### 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

OutStart 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 OutStart 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 an 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."

### INDUSTRY Professional Services

### RESULTS

- Significant reduction in time to deliver training, making offering available 7 by 24

### About OutStart

You view knowledge sharing between your employees, partners, and customers as a strategic priority. Their knowledge leads to your success. OutStart's portfolio of inter-related mobile, social, and learning Knowledge Solutions accelerate and broaden access to colleagues and the knowledge they need to respond to business requirements more quickly and make better informed decisions. Together you excel. Recognized as a Visionary in Gartner's Magic Quadrant reports for the last seven years, OutStart is regularly acknowledged for its award-winning solutions including OutStart LCMS; Participate, social business software that integrates social networking, collaboration and knowledge sharing technologies; Hot Lava Mobile to develop, deliver & analyze high impact mobile learning; OutStart LMS, a full featured, configurable learning management system; and TrainingEdge.com an affordable learning & knowledge suite for the Enterprise the extends LMS and traditional elearning to support informal, social & mobile learning.

For insight into customer implementations, best practices, industry news and more, visit the OutStart Knowledge Solutions Blog, and follow us on Twitter @outstart.

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