

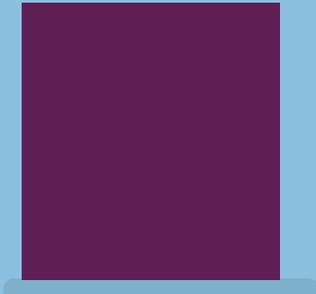
Five Ways an Effective Training and Support Solution can drive Sales

No matter what software you're selling, you will no doubt recognise the benefits of offering some form of after-sales training - if for no other reason than to reduce the volume of support desk calls. Offering an effective Training and Support solution takes this much further, helping increase your sales revenue



New Revenue Channel for Software Sales

Offering a learning platform will provide licence revenue. If you're able to white-label the software, you will reap the rewards in licence sales. If you offer your learning platform as a managed service, then you could see recurring revenue as you sell the licences on a subscription basis.



Additional Revenue from Add-On Services

An effective learning solution will require some support if your clients are going to implement it successfully. Offer services to support them and you open the door to more revenue. If you use an experienced learning enablement partner, you don't need to invest your own resources - simply reap the benefits of the additional sales revenue.



New Opportunities with Existing Clients

Take advantage of the resell and upsell opportunities your new learning platform and supporting services offers within your existing client base. It's another reason to go back to those clients that have already bought your software.



Opportunities in New Markets

Offering a learning solution aligned to your software sales won't just deliver new revenue from your existing client base. In the longer term it could also create opportunities in potentially untapped markets and generate new prospects for your business.



Increased Customer Satisfaction

Comprehensive and well considered training is critical to ensuring your clients can use your software and implement it effectively. Offering a tried and tested learning solution will ensure clients adopt your software effectively and they see the increased efficiencies your software promised to deliver. If your clients are satisfied, they will share their experiences.

For more information about delivering an effective Training and Support solution visit:
www.larmerbrown.com/learning-solutions/software-learning-enablement