



## TRAINING ANYTIME & ANYWHERE

Many organizations are gaining a competitive advantage by investing in human capital through cutting edge training and development programs.

This increased focus on employee investment has created a growing need for Training Management Systems (TMS). Such a platform allows organizations to customize training paths, upload content, track users, and connect with other business tools to optimize and streamline training and development programs.

Businesses typically start by using a TMS for an internal employee onboarding, training, certification, and continuing education. As a company grows and starts to partner with external stakeholders, they often find that those external parties need or would benefit from training.

A TMS provides an avenue for convenient, organized product training and education for non-employees, allowing companies to provide high-quality, targeted training.

ExperDex will discuss how training external stakeholders with a TMS can kick-start business growth when subscribing to ExperDex TMS for the primary reason of training external stakeholders.





## Who Are External Stakeholders?

External stakeholders refer to non-employees who are involved in selling or using a company's product or service.

External stakeholders of a company could include:

- A real estate business who would like to train their sales, outlets, and partners on the nuances of their services.
- A franchisee who needs training on products and services.
- A customer of a more complex product who needs training for proper use.



## Reason To Dedicate The Resources To A High-Quality Training Program For External Partners And Customers

A TMS requires an investment of resources on the front-end and can sometimes be difficult to justify, whether it will be used for internal training, external training, or both.

However, organizations that invest the time and money to build a high-quality training program often see huge returns for their business.

Here are some of the advantages companies are seeing when they start training programs for their external partners, outlets, franchisees and customers.





## ■ **Empowering external partners – making it easier for them to use and sell your products/franchise**

Say you are the proud owner of a gym, and you are trying to decide which company to purchase your treadmills from. If company A offers a large product manual and company B offers access to a free training platform with training videos, which product would you want to choose?

Informational videos and other engaging online content encourage external partners to learn about your product, ultimately leading to greater knowledge and higher sales.

The selling point for channel partners – you have a high-quality training program while others may not

If you can give your channel partners high-quality information about a product in an engaging, simple way, then your organization has a huge advantage. With a high-quality training program:

1. Your sales representatives will be able to quickly recognize when your product is a good fit for a customer, enabling them to share details with greater confidence.
2. You will achieve top-of-mind awareness on any sales call with greater knowledge of your product over competitors’.
3. Online resources allow a sales representative to quickly access information if there is ever a product question they need quickly answered.

A high-quality training program for external partners creates a positive perception of your company which can easily be translated into higher sales.

## ■ **Perception**

It is now expected of every business to have efficient, technology-based training and support solutions. Giving a customer a long “how-to” booklet for a product, or giving a distributor a lengthy document, does not elicit a positive perception of your business.

Your business should instead provide short, informational courses which can be continually accessed. To gain a competitive edge, your external partners must receive effective training so they can spend more time selling or using your products.

## ■ **Long-term growth**

When a business adopts an online training program, it enables them to quickly scale training for external stakeholders. ExperDex TMS can easily grow and scale your business.

Your business may be getting by with traditional training methods, but it is easy to become quickly overwhelmed as additional partners and customers need to be trained.

You want an effective, efficient solution set up as soon as possible. ExperDex TMS is based on a SaaS (Software As A Service) enabling economical deployment and expeditious training set up.





## What To Look For In A TMS To Ensure Effective Training Of External Partners

Effective training of external partners starts with the features of ExperDex's rich TMS features. The features can scale your business. Pay attention to these four key points to save time and money later on.

### ■ Cost Plans

A TMS is a large purchase, and it should work for your organization now while also having the ability to scale with your future needs. It is important to keep in mind that when your company expands, the number of external and internal users will likely increase, which will affect pricing. Make sure you are aware of a vendor's pricing models.

### ■ Support

A vendor's ability and willingness to help after you have purchased a TMS should be a major factor in the decision-making process. Limited and unresponsive support can hinder the success of your extended training platforms. As your business expands its external training platforms, it is important that your TMS vendor can provide increased support where needed.

Look for vendors with:

- A personal customer success representative
- Phone support
- Unlimited email support
- Articles, Guides and Videos

These features will be crucial in the success of your external training. You want a TMS provider that takes the time to learn your business needs and strategies and will work with you to ensure your success.

### ■ Integrations

Being able to connect your current tools to your TMS will expand the ability of your platform and save you future headaches and money. Make sure the TMS can connect to your preferred business tools, such as Salesforce, WebEx, and Zendesk, to name a few. Integrating your tools into your TMS increases the usability of your platform and improves your administrator and user productivity.

### ■ Product Features

Many features will increase a platform's functionality and user experience. Two features, however, make a huge difference when training external stakeholders: extended enterprise (EE) and eCommerce (to charge your client for additional extended training). These two capabilities will allow your team to customize the system and introduce the ability to change your courses over time.

ExperDex provides beyond the above-listed requirement for a successful TMS, we even curate the content for you. Our team of training management specialists (content curators), graphics experts, voice talent, and video specialists provide training content unparalleled in the (SaaS) industry at basement level prices.



# How Extended Enterprise Facilitates Training Beyond Your Internal Workforce

## ■ ***What is an extended enterprise in ExperDex TMS?***

In today's world of technology and interconnectedness, a business' training needs often expand past its internal employees into its external reseller, partner and customer networks.

Simply put, the ExperDex extended enterprise (EE) TMS feature gives the platform the flexibility to be used for different training scenarios without needing to create multiple TMS platforms. EE allows administrators to create individually-branded microsites that can all be controlled from the ExperDex central TMS platform.

## ■ ***Who are the external stakeholders an extended enterprise TMS can reach?***

ExperDex TMS enables you to distribute information and training programs to various stakeholders and track their engagement. Stakeholders an EE LMS generally targets are customers and channel partners. Examples of channel partners include:

- Distributors
- Vendors
- Retailers
- Consultants
- Resellers
- Franchisees
- Contractors
- Suppliers
- Sales Representatives

Each interaction with your external stakeholders can impact profits and the continual growth of your business.

## ■ ***Ways to Use ExperDex Extended Enterprise TMS***

An extended enterprise TMS creates a cohesive and sustainable training platform for your external partners, allowing your company to grow. Knowledge sharing, certifications, and new product training are some basic examples of extended enterprise training.

Three general ways a business can use ExperDex extended enterprise TMS are:

- Product Training
- Professional Development
- Educational Development







## How An Extended Enterprise Can Be Used For Product Training

There are multiple ways in which ExperDex TMS EE can be used for product training, we will be highlighting three of them using scenarios.

### ■ **Distributors/Sales Training**

Utilizing an extended enterprise TMS for sales and distribution can help form better relations with your channel partners as well as improve customer renewal and retention rates. Through an EE LMS, your company can create a program that allows your distributors and sales representatives to receive quick and practical information about your product.

**Branded Microsites:** An EE LMS provides branded microsites for your external partners, giving them a sense of ownership over the training material. Through these branded microsites, you can create partner-specific content and release informational updates so your sales partners never feel left behind.

**Certification Program:** A certification program is another aspect of an EE TMS which allows your partners to be effectively trained, ensuring they're sales-ready.

**Tracking and Reporting for Microsites:** Through an EE TMS, tracking and reporting capabilities can be broken down by each branded microsite to target site-specific users. Analysis of these results will allow you to track the successful areas of your training program, pinpoint the problem areas, and continually optimize training.

### ■ **Operator Training**

For example, imagine your company specializes in making treadmills, and your top customers are gyms across the country. When a gym buys your product, they want to be able to train their employees on how to properly use the treadmill. Employees comfortable with the product will naturally recommend the equipment to their gym members, leading to more use, better product perception, and increased sales.

Giving your customers a hard copy manual for their employees to read is no longer an effective training tool. Instead, your company can provide the necessary information to your clients through ExperDex's EE TMS.

In this scenario, your company would benefit by using an extended enterprise LMS to create a microsite specifically catered to the training of associates at the gyms which buy your treadmills.

However, if the gym is a very large company, such as Gold's Gym, your company might create a Gold's Gym branded EE microsite just for their employees to use.

Your customers will be pleased their employees are better informed about the products they are working with. Happy customers in turn equal increased customer retention and revenue.



## ■ **Partner Training**

You may already have a learning management system in place; however, the content is geared toward product training for your sales team and general employee onboarding. The next step in the process would be to get information to your external partners to enhance the usage of your products.

Extended enterprise can provide you the means of connecting to these partners and giving them the information they need to effectively use your products.

To save time and money with partner training, you may consider single-sign-on (SSO). SSO streamlines the user's registration and the sign-on process by allowing users to gain access to your site through a credible and regularly used site.

### **CRITICAL**

Now you know the importance of a TMS. Do you already have content?

Companies can be caught in an endless cycle of trying to create an abundance of perfect content before they publish their TMS. Don't let yourself become paralyzed as ExperDex can easily resolve your content curation problem.

Professionally curated training content takes a huge amount of time, creativity and expertise.

This is where ExperDex TMS provides top value. It will curate the training contents for you, using professional content curators, graphic artists, motion video talent, and voice talent for an amazing price of less than \$90 per block.

### **Start your Training Program Today.**

We know that creating an effective training program can feel overwhelming—especially at the onset. The important thing to know is that you're not alone. Whether it's simply answering any questions you may have, providing you with a solution to make your training goals a reality, or providing you with the ongoing support you need to optimize the use of your training program—we're here to help.



### **Contact us:**



6 Raffles Boulevard, Marina Blvd,  
#03-308, Singapore 03959



6589 8400



[info@experdex.net](mailto:info@experdex.net)