

How to double your sales trainer revenue. Without having to deliver more days.



Leverage your digital Co-Trainer

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Are you familiar with the **Trainer's Hamster Wheel**? You earn money for delivering training days. And the only way to increase your revenue is to sell and deliver more training days.

We all know that increasing the per diem rates is increasingly difficult these days.

In addition, it is sometimes more challenging to retain existing customers, as they look for alternatives, or the "shiny new thing." This means putting in more time and effort to keep them - not to mention what it takes to acquire new clients and new accounts.



And what about the really big corporate customers? As an independent sales trainer, you may not have the resources to deliver to the bigger fish. How could you deliver trainings to a team of 500 or more people – on your own?

These trends mean that as a trainer, you now have to continue to work more, to avoid losing income!

Here's How to Get out of the Trainer's Hamster Wheel

Are you ready to get out of this stressful hamster wheel? Without risking your health, or your family, or your current income? Want to earn more money and at the same time get new and bigger customers more easily?

Our goal is to double your income. Without doubling your workload.

How can that be done? That's simple. **All you need is a digital co-trainer that expands your training offerings. And generates more revenue for you.**

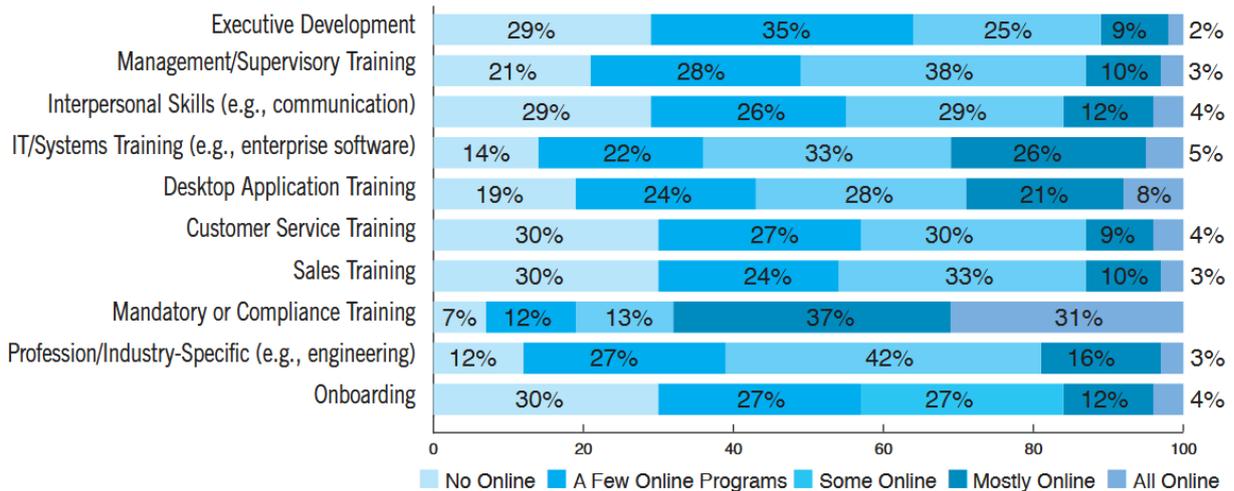
Blended and digital learning are the keys. This means that you can continue delivering onsite trainings, but supplement and enrich them with online courses. So, you earn twice!

We can show you how to do that.

For a long time, sales trainers thought that digital training in sales wouldn't work. Because sales is "too personal" and therefore training can only be delivered in groups. **But learning preferences and learning habits have changed dramatically since 2000. People want to decide for themselves where, when and how they learn, and they prefer digital learning media.**

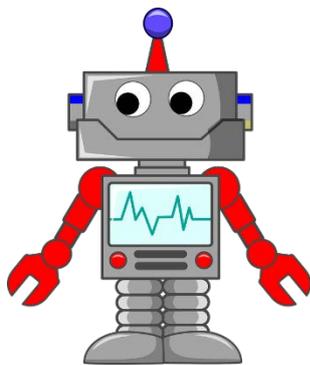
Companies have already responded to this trend. By 2016, **70% of companies** already offered or at least decided to offer digital choices for at least part of their sales training, as you can see from the chart below (Source: Training Magazine's 2016 Training Industry Report). And this figure will continue to rise.

Online Method Use for Types of Training



As a trainer, you will increasingly need a digital offering to satisfy this demand.

And you need a **"Digital Co-Trainer"**, who delivers online trainings combined with your onsite trainings. This is what produces additional income for you.



A digital Co-Trainer is a powerful multiplier for you - tirelessly, flexibly accessible and able to serve any number of customers at the same time. Your customers will love it. And it has many advantages for you:

- ⇒ You can acquire and serve larger customers.
- ⇒ You'll earn far more money than before.
- ⇒ And your digital co-trainer will take care of the additional trainings. **You're getting out of the hamster wheel!**

salestrainerplatform is your digital Co-Trainer!

The business case is clear. You can sell more projects with the same project volume because your digital co-trainer (**salestrainerplatform**) delivers 50% of the training days for you on average in a blended learning offering.

And your income continues to rise ...

How to succeed in offering blended learning programs?

1. Your new expert positioning:

You need to position yourself effectively as a trainer with new digital and hybrid offerings. And this means more than just delivering your existing courses online.

As marketing expert Jack Trout said, "Differentiate or die." You need something unique to offer. Our philosophy is **"Stand out from the crowd!"**

Important: It is essential to ensure that your customers perceive you as an expert in blended and digital learning! To achieve this, **you need a clearly defined method to build upon. Methods that give the customer assurance that they will achieve their desired learning outcomes.**

With classroom trainings, establishing credibility is easy because you spend a lot of time with your customers. With online training programs however, your customers have to trust the concept.

For this reason, **customers all over the world are pushing for standardized and certifiable methods** that ensure the quality standard of their online trainings.



Of course, you can develop your own method. But experience has shown that the process of first creating a new method and then establishing it as a brand takes years. And all that only if you invest lots of money into marketing and advertising.

salestrainerplatform helps you to position, both for yourself and using a recognized method. The LAB Profile® methodology is already used by hundreds of trainers worldwide and offers a globally standardized and recognized certification.

Would you like to learn more about the LAB Profile® Sales method? Then read our e-book. Get it for free on our website: www.salestrainerplatform.com.

2. Quality, Quality, Quality:

The days when low-quality Powerpoint presentations with voice-over, for webinars, PDF download courses and selfie videos are over. Today's corporate customers want professional-quality training videos. They already consume videos on YouTube, Facebook etc. on a regular basis.

And paid training videos have to significantly exceed the quality of these free videos to impress. If a trainer's digital offerings do not meet the customers' high-quality standards, they are likely to be rejected, **which can then call into question how up to date your whole offering is!**

The problem is the production of a digital training program in the required quality is

- **Extremely expensive.** For studio productions of videos (and that's the point) you need a whole team of professionals. And these professionals want to be paid ...
- **Extremely time consuming for you also.** You must develop the video scripts. And then learn the words by heart before you step in front of the camera. This can take months and you cannot deliver or sell more training courses during this time. So you have to be able to live without income for quite a while.
- **Didactically challenging.** All those previous online training programs failed because they wanted to deliver classic classroom training as a video. Be honest: how good is your didactic instructional media expertise?

salestrainerplatform is the solution! We have already developed a complete top-quality program, optimized using didactic instructional media methods. Multilingual!

3. Your new sales process:

Hybrid and digital trainings need to be sold differently from standard onsite training programs.

Here too, salestrainerplatform is the solution for you. We show you how to successfully sell your new digital and hybrid training program.



Nothing left that stands in your way!

- ⇒ You will have successfully repositioned yourself. **"Stand out from the Crowd"** has become more than just a buzzword.
- ⇒ **You're getting out of the Hamster Wheel.**
- ⇒ **You'll boost your turnover.**

What must a successful digital training offer?

1. Addresses all senses:

In order to set up an optimal digital learning program, you have to use as many sensual channels as possible for your trainees. Trainees should have the opportunity **learn according to their learning preferences**.

For this you need to deliver the content in the form of **instructional videos, demonstration videos with real actors, learning manuals for download** and, ideally, **learning cards**. By the way **Gamification** is not a myth any more, but a tried and tested as well as very effective learning method!

A **quiz or assessment** needs to be included. It serves not only to check but also to deepen trainee knowledge.

*Joining **salestrainerplatform**, you'll get all this, **ready to go**. You can also design and deliver your own courses using **salestrainerplatform**.*

2. Short, flexible training units:

The most up to date method for the didactic structure of a digital training is the **Micro Training Method**. Each teaching unit (consisting of introduction & framing, classroom video, demonstration video, handout and quiz) takes about 15-20 minutes. This method thus corresponds to today's learning habits for three core reasons:

- a. Each learning unit deals with a concrete problem/topic and can do this in detail.
- b. The training units can be easily and flexibly integrated into the trainee's working days.
- c. It is a fact that we can fully concentrate for a maximum of 20 minutes. Micro Training, with a variety of activities takes this fact

into account and makes optimal use of your trainees' ability to concentrate.

*The training programs on **salestrainerplatform** are all based on the Micro Training principles. Your customers will love them.*

3. State-of-the-Art technology:

For delivering digital learning you need an e-learning platform. There are a lot of products on the market, open source as well as commercial solutions. You need to offer your customers the following basic functionalities:

- a. *Streaming videos*, ideally by embedding a video portal. The videos and your IP are better protected that way. By the way, the videos should be optimized for both FullHD and mobile data networks.
- b. *Download area* for your handouts and manuals.
- c. *Quiz and flashcard system* for learning and certification purposes.
- d. *Gamification*
- e. *Specification of learning paths* according to learning progress.
- f. *Chat function* for group discussions and coaching.
- g. *Messaging und Mailing*
- h. *Course management*
- i. *Printout of certificates*
- j. *Multilingual UI*, as international customers need this.
- k. *Support for all commonly-used browsers*.
- l. *Full mobile device support*. Salespeople in particular, need to access your learning portal from everywhere via smartphone.
- m. *Co-Branding*, so that you can embed your customers' Corporate Identity in the courses

The sad truth is that open source vendors can hardly offer this range of functionality. So you will probably have to invest into a commercial solution.

*All these functionalities and many more are fully available on **salestrainerplatform**. You have a ready-to-go learning platform without any implementation effort. So you can start right away, sell your courses and earn more money.*

How to Position and Sell Digital Trainings

Digital learning offers a whole range of benefits that make this innovative method **by far, more effective than traditional classroom-only training**.

1. It is cost and profit effective:

Travel and logistics costs are eliminated. More importantly, salespeople are not kept from doing their job. This means that there is no lost sales revenue, as is the case when the sales team spends several days at a seminar.

The business case for your customers is easy to calculate. Compare pure face-to-face training with hybrid or digital training with the following cost factors:

- ⇒ Training fees for classroom trainings
- ⇒ Online training fees
- ⇒ Reduction of travel & logistics costs
- ⇒ Lost sales as to classroom days - this is the biggest lever!

Help your customers do the math. Then they will actively go for your digital training right away.

2. Accelerated onboarding of new sales people:

Bringing a new salesperson up to the team's average productivity can take up to nine months (or even longer). This has a lot to do with complex onboarding programs including seminars and trainings. Imagine the ROI of a digital academy that reduces this onboarding time, for example, from nine to six months! Imagine how much more revenue this would mean for your customer.

3. Increased learning success:

The integration of several learning media and learning methods (video, online coaching, documentation, face-to-face training) has been proven to lead to better learning impact and significantly higher implementation rates in daily work. It also increases the trainees' motivation to learn and ends up producing more success for the company.

4. Better learning progress control:

Based on quizzes and course completion rates you and your customer always have a precise overview over the learning progress and knowledge level of your trainees. This way, additional individual potential as well as coaching requirements can be quickly identified.

5. Maximizing training outcomes:

Students have access to the courses when, where and how often they want. They can work through the courses according to their personal

learning preferences. This way they acquire the training contents in the best possible way and are perfectly prepared for classroom training portions. This optimizes the personal training benefit for all participants.

*Larger corporate customers in particular, may also need to have their own individual videos and courses. No problem! **salestrainerplatform** provides you with the know-how and resources to meet these requirements perfectly and deliver tailor-made digital learning programs.*

These arguments can be used in your sales process and when preparing an offer that your customers will not be able to refuse. This is how you generate higher sales with less work and ultimately double your income within a relatively short period of time.

Conclusion

Now you know what you need to do to double your income with digital trainings. What to do and what not to do. And you also know how **salestrainerplatform** can help you.

- ⇒ A **highly innovative training program with certification levels.**
- ⇒ State-of-the-art instructional didactics
- ⇒ The most technologically-advanced digital training platform
- ⇒ The know-how to sell digital trainings

Now is the perfect time to start offering digital learning programs. Join **salestrainerplatform**.

Would you like to talk with us about how you can increase your income significantly with the blended learning from salestrainerplatform. Without having to deliver more training days?

Find your personal voucher for a free strategy talk with us on the last page of this report!

Callback: www.salestrainerplatform.com/meetings

Email: office@salestrainerplatform.com

About the author:



Andreas Plienegger is a well-known international expert for result-oriented communication in sales and management. He offers consulting and training for

- ⇒ Target and result-oriented communication and negotiation (LAB Profile® - Language & Behaviour Profile)
- ⇒ Sales Management and Account Planning
- ⇒ Sales-optimized communication

Andreas is co-founder and Co-CEO of **salestrainerplatform**. With salestrainerplatform he helps sales trainers worldwide with their digital transformation and the development of their offering for digital and hybrid learning.

Andreas is a lecturer at several well-known universities. His teaching and research activities focus on sales management, communication and leadership.

About salestrainerplatform:

We are a team of international communication and sales experts who specialize on marketing digital learning content for sales education.

Being a member on our site you get access to top quality streaming videos and other digital learning resources so that you can differentiate from your competitors and increase your revenue by offering high quality state-of-the-art learning experiences to your clients.

It's our mission to help you enhance your business and boost your revenue.

The salestrainerplatform Management Team:



Shelle Rose Charvet
Co-CEO



Andreas Plienegger
Co-CEO



Regina Simon
COO

Your personal

VOUCHER

for a free 30-minute strategy call
via Zoom, Skype or telephone.

You can schedule your meeting online at
www.salestrainerplatform.com/meetings.

You'll receive a meeting confirmation and we'll call you at the
time scheduled.

We're looking forward to talking with you!