

Selling Training

Strategies for increasing recurring revenue for training teams.



Introduction

Training teams could be generating highly valued recurring revenue for their organization, but many struggle to do so. This guidebook is designed for training leaders leading enterprise training teams that train thousands of learners a year who need to turn training into a revenue stream.

This book is also useful for training teams in training companies already selling training who need to find new, innovative revenue opportunities.



ABOUT ADMINISTRATE

Administrate is a training management system purpose built for managing live training at scale.

Our software is the training technology infrastructure that enterprise organizations depend on to plan, schedule, communicate, and resolve training management.

We include powerful tools that help you package and sell training - especially live training.

Selling training is a game-changer

Training sales can generate revenue for teams that have the correct business model and software infrastructure in place. For teams delivering live training, the potential for generating significant revenue is even higher. Live training can be offered as a premium service, one that has measurable impacts on business.

Moreover, the revenue from training can be recurring when structured as a subscription service. This recurring revenue model is highly desired by investors and finance teams, and is weighed as being far more valuable than one-off revenue. There are other benefits to training sales than just revenue.

Subscription based training boosts training volume

Training fosters ongoing engagement with your customers, building stronger, long-term relationships. Learners that are enrolled in subscription plans to access training tend to engage with motraining, more often. By regularly interacting with your

training content, customers remain connected to your brand, increasing their overall engagement and loyalty.

Selling training is a competitive advantage

Selling training allows your company to stand out by offering added value that competitors may not provide.

Whether through unique content, expert instructors, or innovative delivery methods, training can be a powerful differentiator that

COST OF DOING NOTHING

Training is a cost center, with budget perpetually on the chopping block. Selling training will reverse this trend, generating high-value recurring revenue.

becomes an easy add-on when that training can be packaged in easy-to-use formats like subscriptions or token-based training programs.

Why selling training is difficult

Software limitations slow training sales

The most significant barrier to selling training is the glaring lack of dedicated training sales systems. An LMS is not built to handle the backend operational hurdles that go into packaging training into different service bundles, tracking exceptions for different customers, and managing pricing, taxes, financial audits, and sales reporting.

Without specialized tools, training teams struggle to manage sales processes with substandard tools or they simply don't even try to sell training. This limitation can be even worse for teams already selling training but now scaling their offerings, as rapid growth demands quick solutions (looking at you, giant spreadsheet that can barely open).

Operational complexity grows rapidly when you're selling training

The sheer operational complexity of managing training sales scares most teams away from trying to earn revenue on training. For teams already selling training, operational complexity is a major blocker to growth. Operational complexity takes different forms:

Managing large-scale training programs.

As training programs scale, especially in live training environments, managing multiple sessions, instructors, and learners becomes increasingly complex. This complexity can lead to inefficiencies, such as scheduling conflicts, overbooked sessions, and difficulty tracking attendance and completion rates. Inefficient management of training operations



can directly impact revenue generation by reducing the number of courses that can be effectively offered and sold. If sessions are mismanaged or overbooked, customer satisfaction will decline, leading to potential reve-

nue loss.

Administrative burden of manual processes.

Many training teams rely on manual processes to manage registrations, payments, and communications with learners. This can be time-consuming and prone to errors, especially when handling large volumes of data. The administrative burden not only increases operational costs but also slows down the sales process. Delays in processing registrations or payments can result in missed sales opportunities and decreased customer satisfaction, ultimately affecting revenue.

Difficulty scaling training offerings. As demand for training grows with increased sales, scaling offerings to meet this demand can be challenging without the right tools. This includes managing a growing catalog of courses, offering training in multiple regions, and ensuring that new content is released regularly while older content remains up-to-date.

Inconsistent learner experience. Providing a consistent and high-quality learner experience across all training sessions and platforms can be difficult, particularly when using multiple systems or manual processes. Inconsistencies can arise in course delivery, communication, and follow-up, leading to learner dissatisfaction. An inconsistent learner experience can lead to lower course completion rates, decreased learner satisfaction, and negative word-of-mouth, all of which can reduce repeat business and hinder revenue growth.

Inefficient resource allocation. Allocating resources such as instructors, venues, and materials effectively is crucial for maximizing the profitability of training programs. Inefficient resource allocation can lead to underutilized capacity or overextension, both of which can hurt profit-

ability. Poor resource allocation can increase operational costs and reduce the profitability of each training session. Over time, this can erode the overall revenue generated from training programs.

Sales and marketing integration. Integrating training sales with existing sales and marketing workflows is a complex task, made more difficult by the lack of dedicated training sales software. We often see missed opportunities where training could be included to help close a deal, but the sales team didn't know how to package the training offerings or how to highlight their value.

Maintaining content relevance and quality. Continuous content generation is critical to keeping learners engaged, but it can be a significant challenge for training teams. Balancing the need for fresh, relevant content with the resources available to produce it can be difficult, especially as training programs scale.

Moreover, maintaining the quality of training content is essential for ensuring customer satisfaction and repeat business. Without consistent updates and improvements, training offerings can quickly become outdated, reducing their value in the eyes of customers and making them harder to sell.



Administrate: Training Sales Tools

Administrate is a powerful Training Management System (TMS) designed to support the entire training lifecycle, from planning and delivery to sales and reporting. Unlike traditional LMS platforms, Administrate focuses on helping training teams monetize their offerings, providing the tools necessary to manage and sell training effectively.

With features like WebLink, training subscriptions, and training tokens, Administrate simplifies the process of selling training, making it easier for teams to generate revenue and grow their programs. Whether you're managing

WebLink: Seamless Integration of Training Sales

WebLink is where your training sales journey starts in Administrate. WebLink is our e-commerce solution, built for training sales. Think of it like Shopify, but built from the ground up for training sales. It houses your content, allows you to control pricing, track sales, and market to learners.

WebLink is a part of the Administrate platform and works alongside your existing LMS, or other learner frontend (or portal) experience.

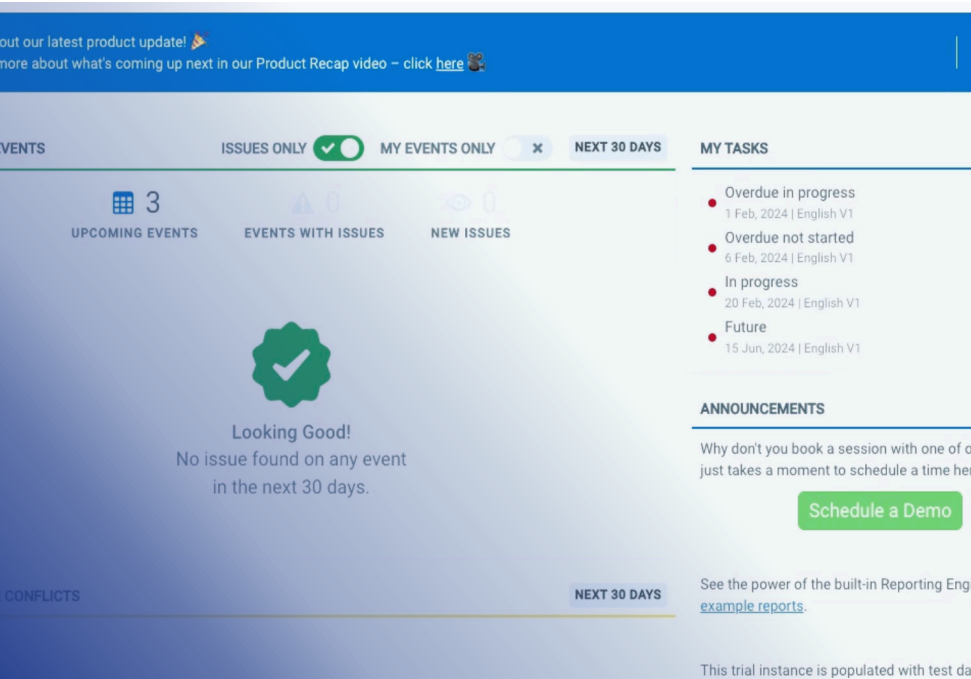
There are different ways to implement WebLink.

Hosted WebLink

Hosted WebLink is a fully hosted solution provided by Administrate that acts as a storefront for your training courses. With minimal setup, you can create a training catalog that includes all your offerings, complete with secure payment processing and a streamlined checkout process. This solution is ideal for teams that want to quickly set up an online training store without investing in complex e-commerce infrastructure.

By using Hosted WebLink, you can easily manage your training sales, track revenue, and provide a seamless purchasing experience for your customers. The platform's built-in tools ensure that your training programs are accessible to a wide audience, helping you maximize your sales potential.

Embedded WebLink



ing live training sessions or delivering e-learning content, Administrate provides a comprehensive solution that supports your business goals.



For teams that want more control over the look and feel of their training sales platform, Embedded WebLink offers a flexible solution. This feature allows you to embed Administrate's training catalog and checkout process directly into your existing website, ensuring a consistent brand experience for your customers.

Embedded WebLink provides real-time data integration, allowing you to display the most up-to-date training offerings on your site. This flexibility is particularly valuable for enterprises with established web presences, as it enables you to sell training without disrupting your existing online infrastructure.

WebLink API Integration

For organizations with complex e-commerce needs, Administrate offers API integration that allows for full customization of the training sales experience. With API integration, you can build a tailored solution that meets the specific needs of your business, from custom pricing models to advanced reporting and analytics.

This level of control is ideal for large enterprises or those with unique training offerings, as it allows you to create a sales platform that aligns perfectly with your business processes. By leveraging Administrate's API, you can ensure that your training sales are fully integrated with your broader sales and marketing strategies.

Training subscriptions: driving recurring revenue

Administrate's training subscriptions are a powerful way to offer ongoing access to your training content, providing learners with the flexibility to engage with your programs on their own terms. With a subscription model, learners can access a library of training content for a specific period, such as a month or a year, without the need to purchase individual courses.

This model is particularly effective for generating highly valued recurring revenue, as it provides a steady stream of income that can be relied upon over time. This predictability is highly valued by investors and stakeholders, as it provides a reliable financial foundation for your business.

Training subscriptions also encourage continuous engagement, as learners are more likely to explore additional content when they have unrestricted access to it. When learners have access to a wide range of content, they are more likely to explore and engage with your offerings, leading to higher completion rates and greater overall satisfaction.

Additionally, training subscriptions reduce

Watch our training sales videos

These deep-dives show you how Administrate helps you package and sell training.

[Training business models.](#)

[WebLink demo.](#)

[Training subscriptions demo.](#)

sales friction by eliminating the need for individual course purchases, making it easier for learners to access the content they need.

Setting up training subscriptions is easy and straightforward. Training subscriptions can be set to expire at a certain date, configured to access only select content, and their usage can be closely monitored and analyzed.

Training passes: a point in time sales solution

Closely related to training subscriptions, Administrate offers a training pass option. This is not a type of recurring revenue, but a one-and-done pass that grants custom access to your training. For example, you could include a training pass as an add-on during product sales to grant access to specific product train-



ing courses and set it so only specific learners can access the pass.

Training tokens: an easy way to boost training revenue



Training tokens are a flexible payment method that allows organizations to purchase training in bulk and distribute access to their teams as needed. With training tokens, learners can register for courses without the need for individual payments, simplifying the registration process and making it easier to manage large-scale training programs.

This model is particularly effective for organizations that require frequent or ongoing training for their employees. By purchasing a set number of tokens, companies can ensure that their teams have access to the necessary training without the need for constant oversight or administrative work.

Why training tokens boost training revenue

Flexibility is the primary advantage of training tokens. They allow organizations to purchase training in bulk, which can lead to cost savings and more efficient budget allocation. Additionally, tokens simplify the registration process for learners, reducing the administrative burden on training teams and enabling more streamlined operations.

Training tokens also reduce the management of training access, especially in bulk. This makes it much easier for sales teams to leverage training in negotiations, especially negotiations for large deals. Sales teams do not need to discuss, or even understand, the fine details of training access, enrollment, and credentials - the technical blockers that typically sink training as a core sales component.

Using training tokens in Administrate

Setting up and managing training tokens within Administrate is simple and intuitive. The platform allows you to define the value of each token, set expiration dates, and track usage across your organization. This level of control ensures that you can effectively manage your training programs and maximize the value of your offerings.

Administrate's training token features are highly customizable, allowing you to create token packages that align with your clients' needs. Whether you're selling tokens to individual learners or large enterprises, Administrate provides the tools necessary to manage sales, track usage, and generate detailed reports on token activity.

Training sales strategy

Evaluating your current LMS or TMS

Before you can effectively implement a training sales strategy, it's essential to assess your current training capabilities. Start by evaluating your existing Learning Management System (LMS) or Training Management System (TMS) to determine whether it supports the unique needs of training sales. Key factors to consider include the system's ability to manage registrations, track revenue, and integrate with e-commerce platforms.

Identifying gaps and opportunities

Once you've assessed your current system, identify any gaps or opportunities for improvement. For example, if your LMS lacks the tools necessary to manage bulk sales or automate administrative tasks, consider upgrading to a comprehensive TMS like Administrate. By addressing these gaps, you can ensure that your training sales strategy is built on a solid foundation.

Defining your sales goals

The first step in developing a training sales strategy is to define your sales goals. These

goals should be realistic, measurable, and aligned with your broader business objectives. For example, you might aim to increase training sales by 20% within the next year or expand your training offerings to new markets.

Choosing the right sales model

Choosing the right sales model is critical to the success of your training sales strategy. Consider whether a subscription model, token-based model, or traditional sales model is the best fit for your offerings. Each model has its advantages, and the right choice will depend on factors such as your target audience, content type, and revenue goals.

Integrating sales with marketing

To maximize the effectiveness of your training sales strategy, it's essential to integrate your sales efforts with your broader marketing strategy. This integration ensures that your training offerings are effectively promoted to the right audience, with pricing and messaging aligned to drive conversions. Collaborate with your marketing team to develop targeted campaigns that highlight the unique value of your training programs.

Start selling your training now

Ready to get started turning training into recurring revenue? Get in touch and we'll book a personalized demo of Administrate's training sales features.

We can have you up and running in just 90 days.

[Book a demo](#)

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