

The background features a light blue gradient with abstract blue line art on the left side, resembling a stylized landscape or data visualization. On the right, there is a faint, semi-transparent architectural drawing of a building structure.

Overcoming Your Top Training Challenges

LERN & Augusoft U Webinar

Webinar Hosts

- The Learning Resources Network (LERN), the leading association in lifelong learning.
- Augusoft, the leading developer of Web-based software for the lifelong learning industry.
- Presenter: Greg Marsello, co-founder of LERN and Augusoft software business principle provider.

Top Challenge #1

- Challenge: Competition is growing.
- Solutions –
 1. Be different (product, delivery, segment)
 2. Sell solutions
 3. Be global
 4. Stomp the competition
 5. Be unique, know your brand

Top Challenge #2

- Challenge: Generating sales.
- Solutions –
 1. Use salespeople
 2. Repeat rate should be 50%
 3. Referral rate should be 25%
 4. Use others to line up appointments
 5. Educate clients and staff

Top Challenge #3

- Challenge: Demanding clients.
- Solutions –
 1. Identify Stars & Dogs
 2. Don't focus on the sale
 3. Clear contracts
 4. Competency testing
 5. ROI

- Finance

 - Total \$

 - Average \$ per Contract

 - Overall OM

- Product

 - Quality

 - Development

 - Frequency

 - Recency



The ROI formula

$$\% \text{ ROI} = \frac{\text{net program benefits}}{\text{program costs}} \times 100$$

Example

$$(\$100,000 - \$20,000) / \$20,000 \times 100 = 400\%$$

'net program benefits' are calculated by computing
(The \$ value of the benefits - Costs)

Top Challenge #4

- Challenge: Making profitable money.
- Solutions –
 1. Operating margin 50%+
 2. Price for profit
 3. Provide options
 4. Flat fee, not per seat
 5. Less training, more solutions

Ideal Percentages

Income	\$ _____	100 %
Promotion	\$ _____	0 - 05 %
Production	\$ _____	40 - 50 %
Direct Costs	\$ _____	50 %
Operating Margin	\$ _____	50 %
Administration	\$ _____	35 %
Net	\$ _____	15 %

Price for Profit

Step #1. Identify production costs - \$500

Step #2. Divide production costs by production % - $\$500/50\% = \$1,000$

Step #3. Compare to competition and client past purchases

Step #4. Think in terms of price breaks and contract value

Top Challenge #5

- Challenge: Client satisfaction.
- Solutions –
 1. Deal with conflict in person, not email
 2. Upfront work
 3. Instructor report/feedback
 4. Do quality audits regularly
 5. Participant feedback

Top Challenge #6

- Challenge: Instructors.
- Solutions –
 1. Non-compete clause
 2. Faculty handbook two pages or less
 3. Evaluation feedback
 4. Multiple contracts
 5. Have them sell & provide suggestions

Top Challenge #7

- Challenge: Development costs.
- Solutions –
 1. Capture development costs
 2. Set development cost guidelines
 3. Price for development
 4. Demonstrate development impact
 5. Include in contract

Development Costs

Step #1. Project contract income over three years – \$20,000

Step #2. Project production expense percentage – 50%

Step #3. Determine operating margin – \$10,000

Step #4. Development costs should not exceed 10% of operating margin – \$1,000

Top Challenge #8

- Challenge: Staffing.
- Solutions –
 1. Use salespeople
 2. Contract for SMEs
 3. Development person – do or manage
 4. Implementation
 5. Opportunities

Ideal Staffing Structure



Top Challenge #9

- Challenge: The right tools.
- Solutions –
 1. Sales kit
 2. Contact management
 3. Templates
 4. Tracking the numbers
 5. Software

Tracking the Numbers

- Salesperson
- Company
- Industry
- Category
- Subcategory
- Contract
- Contract Generated
- Discussion Started
- Contract Date
- Contract Price
- Participants
- Sales Cost
- Instructor Cost
- Materials Cost
- Development Cost
- Quality
- Contract Benefits
- Cancel/run

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