



Smarter Sales Training: How a Modern LMS Unlocks Skills & Drives Performance

Power up your sales team training
and enablement using enterprise-grade
LMS technology inside Salesforce and
top collaboration tools



Introduction

We know that sales teams are mission-critical to driving revenue in organizations. Their ability to consistently perform at their peak directly impacts the bottom line. And now more than ever, with rapid technological advancements and buyers' expectations evolving in an increasingly digital world, sellers must constantly upskill and develop their practices.

But adapting has been a struggle for sellers and organizations alike. This is in part due to an overreliance on traditional training methods. **According to Gartner**, tenured sellers spend 70 hours a year on formal training, while new hires spend 125 hours of their first year on formal training. Yet, **83% of sales leaders report their sellers still struggle to adapt to changing customer needs and expectations.**

Clearly, it's time for enterprises to rethink their sales training and enablement tools and processes. In this paper, you'll discover how a modern learning management system (LMS) powers the sales team of the future and enables organizations to more easily bring together the key skills, assets, and processes that produce consistently successful salespeople.



Problems with Traditional Sales Enablement

In 2024, **Gartner found** that 82% of sales leaders believe that sales enablement content and/or delivery must significantly change to meet revenue goals in five years. Selling in a digital-first world has led to some significant challenges in training and enablement, such as:

- New hire onboarding and ramp up takes too long, leaving customers and territories underserved for extended periods
- Sellers are unable to quickly access helpful resources or identify which assets will have a positive impact on their deals
- Delivering training has grown in complexity because salespeople have different levels of knowledge and digital proficiency, own different parts of the funnel, and sit in separate locations

What does good sales enablement look like?

Sales enablement is the process of providing sales organizations with the training, coaching, internal assets, and data required to engage buyers effectively. When done right, it makes sellers more effective by:

- Giving sellers access to relevant content at each interaction with a buyer
- Providing sellers the training & skills they need and measuring how it helps them close deals
- Delivering data and visibility on how sellers are engaging with content

It's Time for a Modern Approach to Sales Enablement

In order to implement modern and effective learning and enablement programs, sales leaders need the right technology on their side. An enterprise-grade LMS combines learning content creation, management, and tracking, along with LXP richness and skills management, into one powerful system—and has out-of-the-box integrations with Salesforce, MS Teams, and Slack (as well as the option to integrate with any other software) to fast track training adoption.

Rather than having sellers go into another tool on top of everything else, leading global enterprises understand that the key to helping sellers learn is to put training seamlessly into their workflows. This means sellers are able to go into apps they use everyday, like Salesforce, to:

- Access interactive, multimedia courses, and just-in-time training without leaving the application
- Quickly find the training materials they need within their collaboration tool of choice and easily share them with colleagues and customers
- Keep track of their learning progress and receive reminders in their flow of work in the applications they use every day

Seamlessly integrated digital sales enablement is also scalable and cost-effective, allowing businesses to provide consistent training, skills development, and coaching experiences to a large and growing sales team, while reducing the need for travel, accommodation, and other associated expenses.



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Salespeople need to learn efficiently, effectively, and constantly in order to keep pace with digitally-savvy buyers. To do so, sales and sales enablement leaders must leverage technology to provide adaptable and flexible training and coaching that drives new skills, learning retention, seller performance, engagement, and measures business impact.”

– Ramesh Ramani, ExpertusONE CEO



The Key to Smarter Sales Enablement: A Modern, Enterprise LMS

Today's buyers expect salespeople to be trusted advisors to provide clarity on how best to tackle their business problems. Reps can only do this if they can access the relevant knowledge they need at the moment and as an engagement deepens.

The challenge for enterprises is that salespeople are likely distributed across wide geographic areas, with varying degrees of product and market knowledge. Therefore, it is imperative to have a training approach that caters to each individual's profile and needs. This is where a modern enterprise LMS can shine and be leveraged to:

- 1. Personalize content and learning paths** – allows salespeople to access training based on their role and experience level at a time that works best for them. A modern, enterprise LMS leverages AI to prescribe learning paths that only contain training about products and territories that a salesperson is responsible for, quickly creating personal relevance, and saving valuable time and energy.
- 2. Encourage microlearning for developing and retaining skills** – delivers skill-based learning in small, highly focused chunks. This is ideal for salespeople who need to find answers to specific problems quickly and for retaining the information long-term.

- 3. Deliver learning in the tools and apps where they already are** – deploying training courses, performance support, sales assets, and knowledge sharing within the sellers' preferred devices and applications make learning more accessible and contextual, and keep it top of mind.
- 4. Eliminate siloed learning and content management** – provides training material within a searchable platform that managers can easily update with robust version controls, and leverage AI and agentic AI to proactively enable sellers with the right content and information at exactly the right time.

Let's look at how to put these into practice with the key tools in a typical enterprise seller's arsenal: **Salesforce, MS Teams, and Slack.**

Deliver Learning Within Salesforce



The ExpertusONE app for Salesforce enables sales teams to learn in a familiar system, and empowers administrators by connecting learning activity and training completion with key sales performance metrics. The app promotes continuous always-on learning, embeds personally relevant sales content into the flow of work for a seller, and sends automated in-app alerts and reminders.

Furthermore, ExpertusONE makes it possible to capture and catalog valuable knowledge from your best sellers, preserving it for future on-demand access. Video clips, meeting snippets, Q&A docs, case briefs, proposals, notes, and more can easily be found, shared, and discussed using built-in search and social tools. This means all salespeople have instant access to top sellers' resources at every stage of the cycle.

With ExpertusONE's seamless integration within your Salesforce instance, you can go:

	From This	To This with ExpertusONE
Sales Training	<ul style="list-style-type: none"> • One-time, in-person training with manual follow-ups • Static content 	<ul style="list-style-type: none"> • Continuous, just-in-time learning • Always up-to-date content • Real-time notifications and reminders • Training anytime, on any device
Knowledge & Skills Assessment	<ul style="list-style-type: none"> • Pass a training course by skipping the content and going straight to the assessments • Hope that needed skills are covered and retained 	<ul style="list-style-type: none"> • Pre- and post-training assessments to personalize learning paths and test learning and skills retention along the way
Coaching	<ul style="list-style-type: none"> • Inconsistent • Top-down only 	<ul style="list-style-type: none"> • Regular virtual workshops • One-on-one coaching • Practice-driven manager or peer-led feedback
Pitch review	<ul style="list-style-type: none"> • A manager or colleague sits in during a customer meeting 	<ul style="list-style-type: none"> • Use the system to track buyer attendance and record for manager or peer-review • Observational evaluations to measure learning in action
Sales content and asset management	<ul style="list-style-type: none"> • Outdated, infrequent refresh • Time-consuming to locate • Hosted in different systems 	<ul style="list-style-type: none"> • Constantly updated • Sanctioned content • Available in multiple formats • Tracked consistently • Presented in one UI

	From This	To This with ExpertusONE
Guided selling	<ul style="list-style-type: none"> One generic repository of customer content for sellers to draw from 	<ul style="list-style-type: none"> Content is organized by paths customized to buyer personas, sales stage, and solution set
Buyer analytics	<ul style="list-style-type: none"> Not knowing if the buyer truly engaged with the knowledge resources provided 	<ul style="list-style-type: none"> Real-time data on what resources buyers engaged with as part of their contact record
Real-time knowledge	<ul style="list-style-type: none"> Hard to find Need to search separate apps and environments 	<ul style="list-style-type: none"> In-context searchability to provide answers quickly on buyers' preferred platform
Tracking and reporting	<ul style="list-style-type: none"> Unable to tie learning to performance No understanding of the impact 	<ul style="list-style-type: none"> Track training adoption, class attendance, certifications, and time buyer spend on consuming content Report on training participation alongside sales results to measure training effectiveness



Ubiquitous learning with MS Teams and Slack

When organizations deliver training within their employees' preferred collaboration tools, learning becomes a seamless part of daily work conversations.

The ExpertusONE deep integrations with MS Teams and Slack help sellers skill up by merging the learning experience with the productivity and collaboration capabilities in these technologies. Sellers can access everything from traditional learning courses to microlearning content, share and launch resources quickly while on a sales call, and track their learning progress.

Case Study

A Fortune 100 insurance company, providing coverage for over a million customers in the education, public sector, and healthcare industries, has found that the speed and efficiency with which they can access knowledge resources during customer interactions has helped them build stronger relationships. Using ExpertusONE, they've seen a:

38% increase in salespeople accessing learning resources

20% uplift in salesperson productivity

4 Ways to Boost Sales Training with a Modern Learning Platform

Implementing a modern LMS is just one piece of the puzzle to achieving digital transformation in sales enablement. The other key challenge to solve is how to reinforce modern training to help sellers close deals more effectively. Here are four strategies for using LMS integrations with Salesforce, MS Teams, and Slack to power up your coaching sessions:

1. Be consistently inconsistent to build sales skills

Instead of doing the same thing week in and week out in your coaching sessions, try delivering tests via Slack and MS Teams or targeting a new skill. Introducing a level of inconsistency to regular sessions keeps sellers on their toes and increases engagement.

2. Set up virtual classroom hours using collaboration tools

It's easy to feel isolated, especially when you're in a global sales team. Virtual office hours give your team additional and more informal touchpoints outside of a formal 1:1 or group stand-up. An enterprise-grade LMS should have the functionality to create virtual classrooms and sign-up sheets right within Salesforce, eliminating the pain of sending meeting invites to everyone and then not having a clue who will log into the call and when.

3. Run call teardowns in small groups

Rather than just letting meeting recordings sit on someone's drive, gather sellers in groups of 4-5 to listen and brainstorm together using MS Teams and learning resources. Sellers can level up their skills by working in peer groups while managers can scale their coaching time.

"You can't tell reps to go listen to 10 cold calls on their own, you have to create an environment where your team can have that organic back-and-forth and listen to a call together. I don't want to have people listening to calls in a silo, I want to hear their opinions to make sure they're thinking about calls the right way, and then help other reps think that same way." – *Armand Farrokh on the Predictable Revenue Podcast*

4. Encourage learning-assisted ride-alongs

Virtual sales calls make it easier for sellers to shadow each other. By encouraging peers to sit in on each other's calls with learning tools wrapped into the collaborative environment, they can learn by doing and facilitate fluid knowledge transfer within the group.

Elevate Sales Training with an Enterprise LMS

As your sales team grows and buyer needs continue to change, your enablement practices and training tools also need to keep pace. A modern LMS like ExpertusONE provides personalized, AI-driven sales learning and training paths to ensure your sellers are acquiring the skills they need to perform. It also provides seamless integration with sales tools and resources, helps sales reps work more efficiently by streamlining processes, and enables real-time access to relevant data and resources.

With an enterprise-grade LMS like ExpertusONE, you can provide your sales teams with a seamless and powerful sales enablement experience that lets them succeed in today's ever-changing business environment.



Contact Us

877-827-8160

info@expertusone.com

www.expertusone.com

ExpertusONE

2350 Mission College Blvd
Santa Clara, CA 95054, USA.

About ExpertusONE

Headquartered in Silicon Valley, ExpertusONE helps the world's most innovative companies transform the way their employees, customers and partners learn using modern LMS technology. Our digital learning platform includes compliance, product training, sales enablement and employee development products that meet customers at any stage of growth. ExpertusONE's powerful and easy-to-use tools drive learning and expand the experience into Salesforce, Slack and other systems to meet learners right where they are—resulting in increased training adoption and knowledge retention.

