



While most organizations consider training their employees to be very important, many place a greater emphasis on the training of external learners over that delivered to their internal staff. The reason? Because external learners have the ability to more directly impact the bottom line.

An organization's success relies on many factors beyond their workforce. When training includes its full ecosystem of partners, suppliers, dealers, resellers, members, and customers, the resulting benefits typically include improved business performance, increased product awareness, and a higher quality of service.

To effectively extend training programs to those in this external network, a great deal of consideration must be given to the needs of these unique learner audiences. And often, learning technologies in place for employee education are not well suited for training this "extended enterprise."

Savvy organizations create multiple separate domains, each with different branding configurations to serve up a distinct look and feel to different learner categories while managing training pro-

grams for all stakeholders within one flexible LMS platform.

Another technical capability to consider is the need to accurately track and share training activity via integrations and APIs with other solutions, such as dealer management software (often used by resellers of manufactured products), CRM solutions (to track customer purchases), and association management software (used by most membership organizations).

Finally, external learners present the prospect of revenue generation from the direct sale of training. However, that requires e-commerce functionality that supports multiple payment gateways, member vs. non-member pricing, bulk purchase discounts, promotional codes, and other capabilities not available in every LMS.

With Meridian LMS, organizations have the technology needed to reap the benefits of training external learners, including customer retention, increased sales, and direct revenue.

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