5 THINGS YOU SHOULD KNOW ABOUT LESSONLY

A Note from Our President

If there's one thing we've learned during our years building Lessonly, it's this—frontline teams are made up of employees, and employees are people before they're ever performers. People crave training that's operationally and relationally empowering.

We're lucky to have front row seats to hundreds of teams and more than three million people learning, practicing, and performing with Lessonly. How do these teams win together? With thoughtful training that enables them to be operationally and relationally phenomenal at what they do. That's why we're on a mission to create a world-class training solution for frontline teams that'll help them do Better Work and live better lives. We want non-stop operational and relational success for our customers.

Lessonly is powerfully simple training software, but really, it's more than that. It's a launchpad for frontline performance and a soft place to land. It's a risk-free environment for teams to learn and practice the operational aspects of their jobs—think communications, selling and support best practices, scalable onboarding, and more—while still honing the relational aspects of their roles like clarity, confidence, and connection.

Long story short, the best teams master both. Great training empowers teams to be exceptional, both operationally and relationally. And we believe becoming experts in both is essential for the success of any modern business. The best way to make that happen is with world-class training. Welcome to Lessonly.

— *Conner Burt* *President, Lessonly*

THE FIVE THINGS

We could list dozens of reasons—hundreds, even—why Lessonly is the training solution for modern businesses. But we get that you're busy, so we've narrowed our list down to five. Here's what you should know about us:

01   Lessonly **enables frontline learners.**

02   Lessonly **equips teams to learn and practice.**

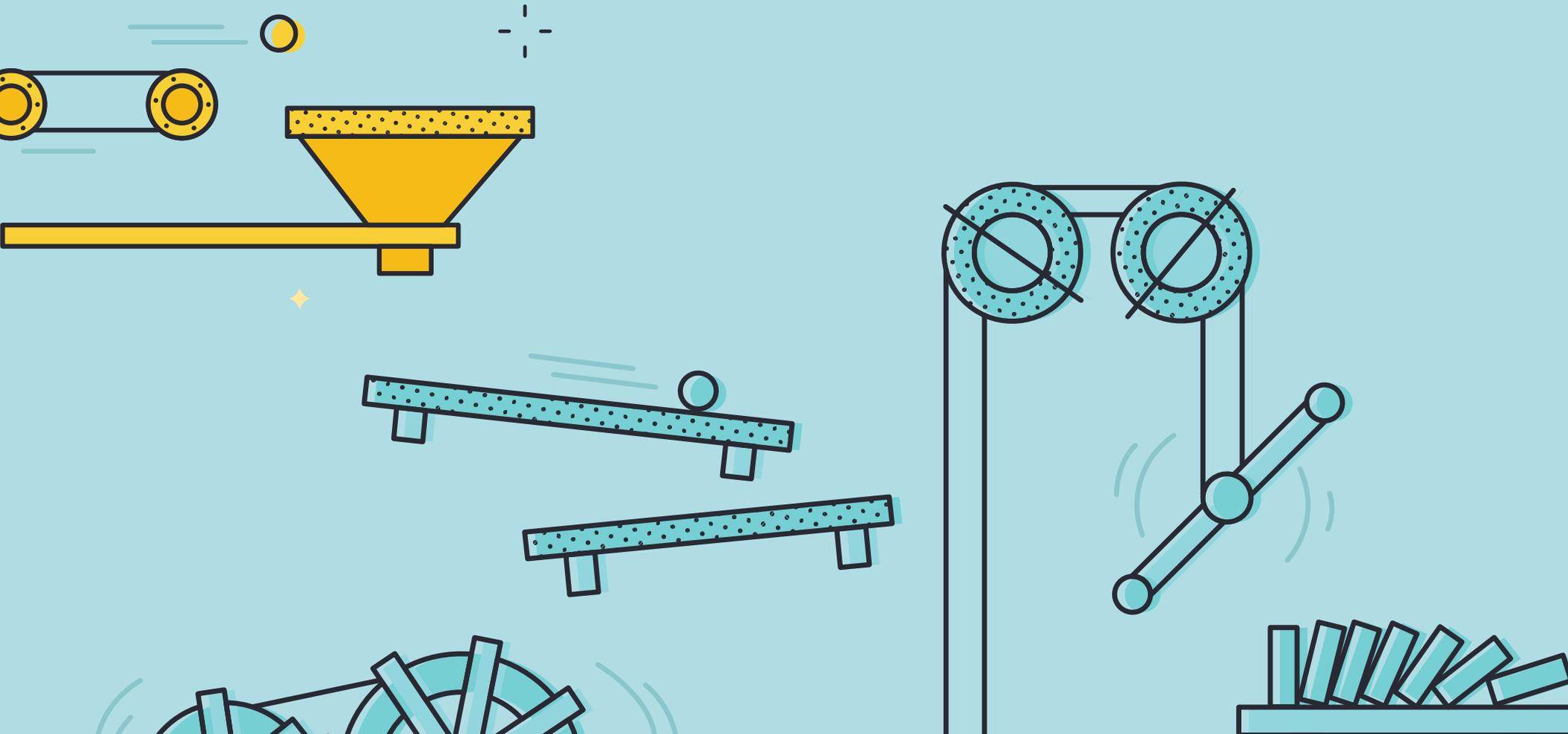**03**   Lessonly **aligns teams and drives progress.**

04   Lessonly **maximizes the ROI of learning.**

05   Lessonly **empowers people to do Better Work.**

1 LESSONLY **ENABLES FRONTLINE LEARNERS.**

We love frontline teams.

Here's the truth—no one engages with customers or prospects more than your frontline reps. Whether your team has five people, or 5,000, these individuals are the faces and voices that shape the perception of your company. They're so valuable, and it's time to train them like we mean it. Because we do. Enabling frontline employees to be exceptional at what they do deeply matters. That's why Lessonly exists.

Lessonly is powerfully simple training software for frontline sales and support reps. We're different than your corporate LMS because we provide functional learning—agile training for the teammates that work directly with customers. Think of us as an enablement tool that allows team leaders to create lessons with bite-sized, relevant content with all of the information that reps need to do their jobs with excellence. And, they can access all of this content whenever, wherever, and however they want in our online library.

Michelle

> ## Agents don't have to wait for a manager. They can instantly refer to Lessonly for an answer.

Member Services Manager

THRIVE
— MARKET —

Frontline teams use Lessonly to stay aligned on things like...

- Best practices for prospecting and closing deals
- Efficiently resolving customer support tickets to boost CSAT and NPS
- Chat, email, phone, and video communication
- Product updates and changes
- Company policies and procedures
- Onboarding new reps

Too many teams house essential team training and information in binders, Google docs, and slides, which makes training reps chaotic and confusing. Lessonly streamlines learning by equipping frontline reps to own their growth and elevate their performance.

In short, when frontline training is relevant, accessible, and empowering to reps, it doesn't feel like training; it feels like the path to reaching their full potential. Lessonly reduces stress, drives better results, and gives employees confidence. Every feature we create in Lessonly is designed with frontline sales and customer support learners in mind because we put learners first. It's our first company value, and it always will be.

Want more thoughts on sales or customer service specific onboarding and enablement? We've got you covered with our 75 Lessons for Every Sales Training Program and our Better Work Guide to Customer Service Training.

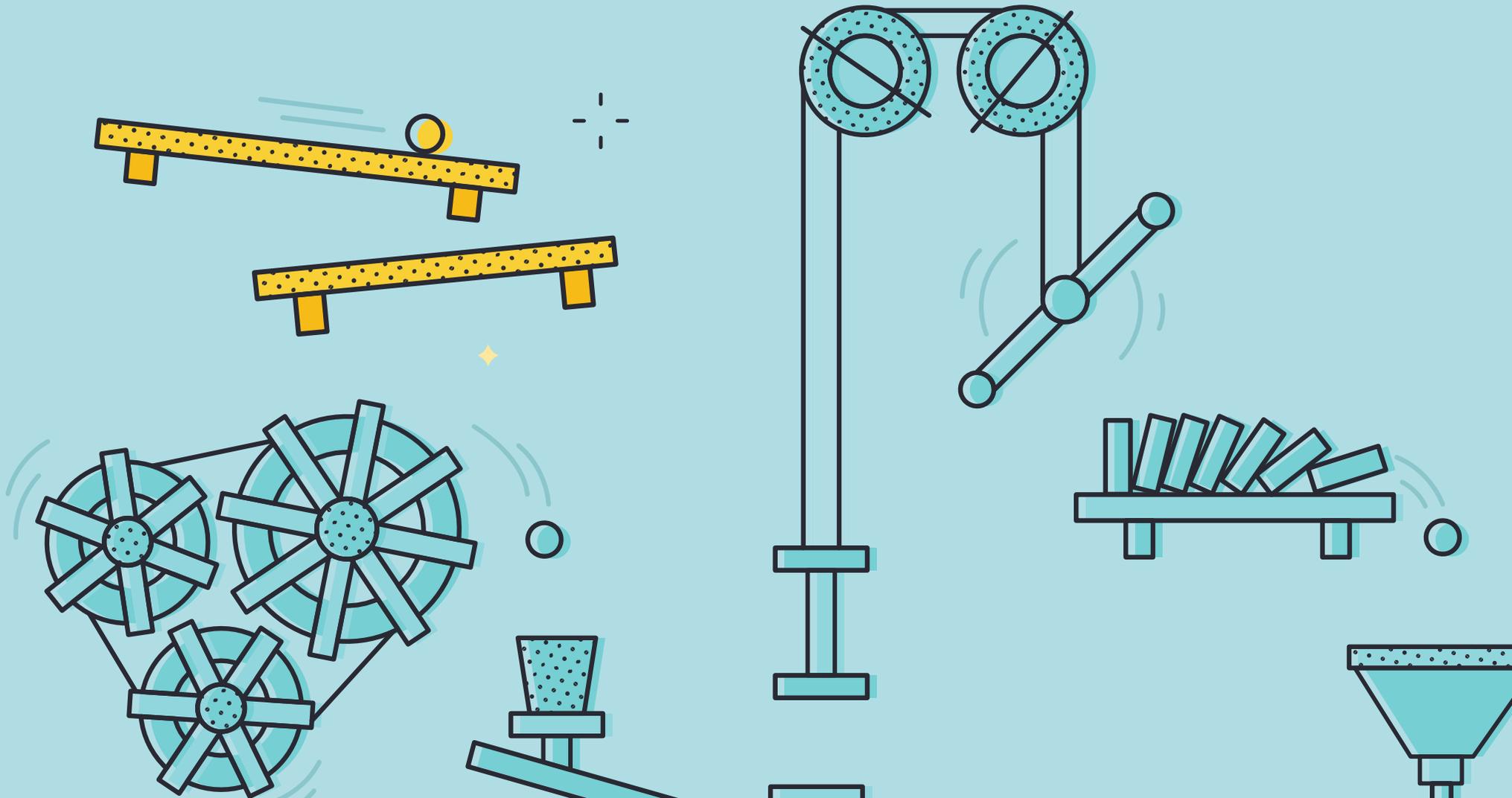**75 Lessons for Every Sales Training Program:**
The Ultimate Guide to Sales Enablement

Lessonly

The Better Work Guide to Customer Service Training

Lessonly's newest guide is jam-packed with everything you need to take your customer service training to the next level. Get expert insights, customer service tips, and steps to Do Better Work.

Lessonly

2 LESSONLY EQUIPS TEAMS TO LEARN & PRACTICE.

Practice makes progress.

Learning matters, but what teams actually do with what they learn matters even more. We're convinced practice is the backbone of great performance. Teams that learn at their own pace in Lessonly and then hone their skills with Practice simply perform better. Here's a high-level overview of our two products, Learn and Practice:

Learn

Whether you're building your training strategy from the ground up or strengthening one that exists, we help people just like you streamline and simplify learning for your team. In Lessonly, content creators build beautiful, branded lessons with the most important content their teams need to know. The best part? Lessons are deployable with a click of a button and trackable right in Lessonly.

The best kind of learning is interactive and easy to consume, so we've built Lessonly with the ability to add elements like text, images, gifs, videos, documents, quiz questions, SCORM, and more. Learners stay engaged. Training becomes scalable. Teams stay aligned.

Practice

If learning makes teams good, practice makes teams great. Our product, Practice, allows teams to put what they've learned to the test. Nothing is more empowering to frontline reps than having a safe place to try new tactics before it's really showtime. We've watched our customers improve NPS and CSAT, close more deals, and cut ramp time in half with Practice in Lessonly.

With our Practice tool, managers can assign reps real-life scenarios based on their performance. The goal? Work on weaknesses and shore up strengths. What's even better is Lessonly integrates with dozens of other software, so identifying where reps need additional practice and support is simple.

More tangibly, Practice looks like...

- **Webcam Recording** - Rehearse a pitch or customer interaction on video to perfect your presentation skills.
- **Screen Recording** - Capture your screen to master step-by-step processes like demos or product walkthroughs.
- **Audio Recording** - Simulate phone calls to increase confidence and clarity when talking to customers or prospects.
- **Chat Practice** - Become a chat guru by practicing real-life scenarios behind the scenes.
- **Ticketing Practice** - Assign mock tickets so reps practice resolving customer requests with our Zendesk integration.
- **Email Practice** - Train your team to write thoughtful emails that wow customers and prospects.
- **Written Response** - Give reps a place to ask questions or provide long-form responses.

World-class training programs won't build themselves; they start with determined leaders who harness the power of learning and practice.

3 LESSONLY **ALIGNS TEAMS & DRIVES PROGRESS.**

Alignment is our middle name.

We feel you—keeping up with today's modern business feels like a rollercoaster of speed, creativity, and productivity. Our job is to empower fast-moving teams to enjoy the ride by staying aligned amidst the constant change. Here's how we do that:
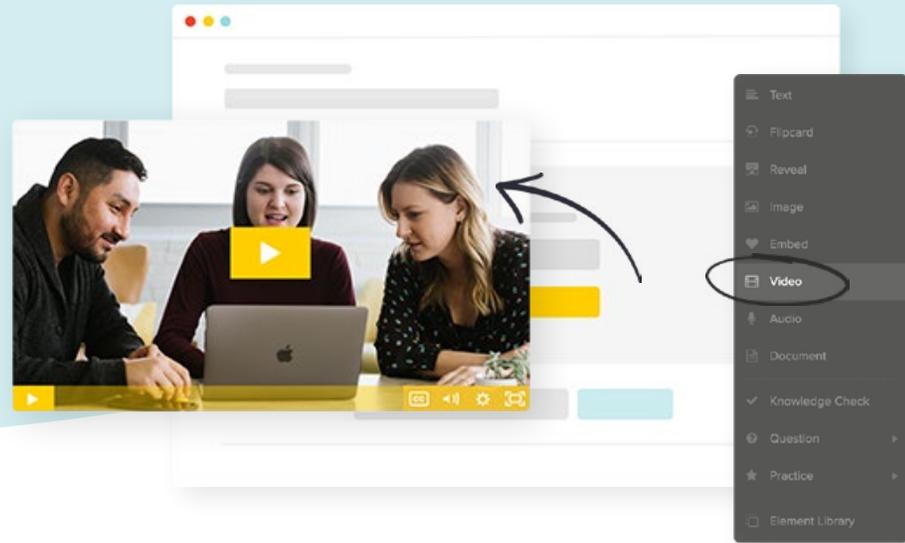
Easily Updatable Content

Learners need to trust that the information they're consuming is up-to-date and accurate. At work, the longer it takes to deliver a piece of information or the longer information has been available, the less valuable and relevant it is. The good news is, we've built speed right into Lessonly. Our lesson builder is designed for easy lesson creation and effortless updating. Gone are the days when changes—large or small—require multiple edits and weeks of turnaround time with an instructional designer.

Feedback

We believe speed in getting feedback is just as important as speed in content creation. And built-in response features like quiz questions, written response, and Ask the Expert encourage learners to give feedback, ask for help, or get clarification right in their moment of need. With constant opportunities for feedback, learners own their development and training programs get stronger. Which helps your team—and company—continuously improve and keep pace with change.

Intuitive Workflows

With Lessonly, learning content is easy to maintain. Intuitive assignment workflows and triggers get important information and lessons to the right team members at the right time. The result? Every teammate receives training personalized to their needs, and organizations become more efficient and unified.
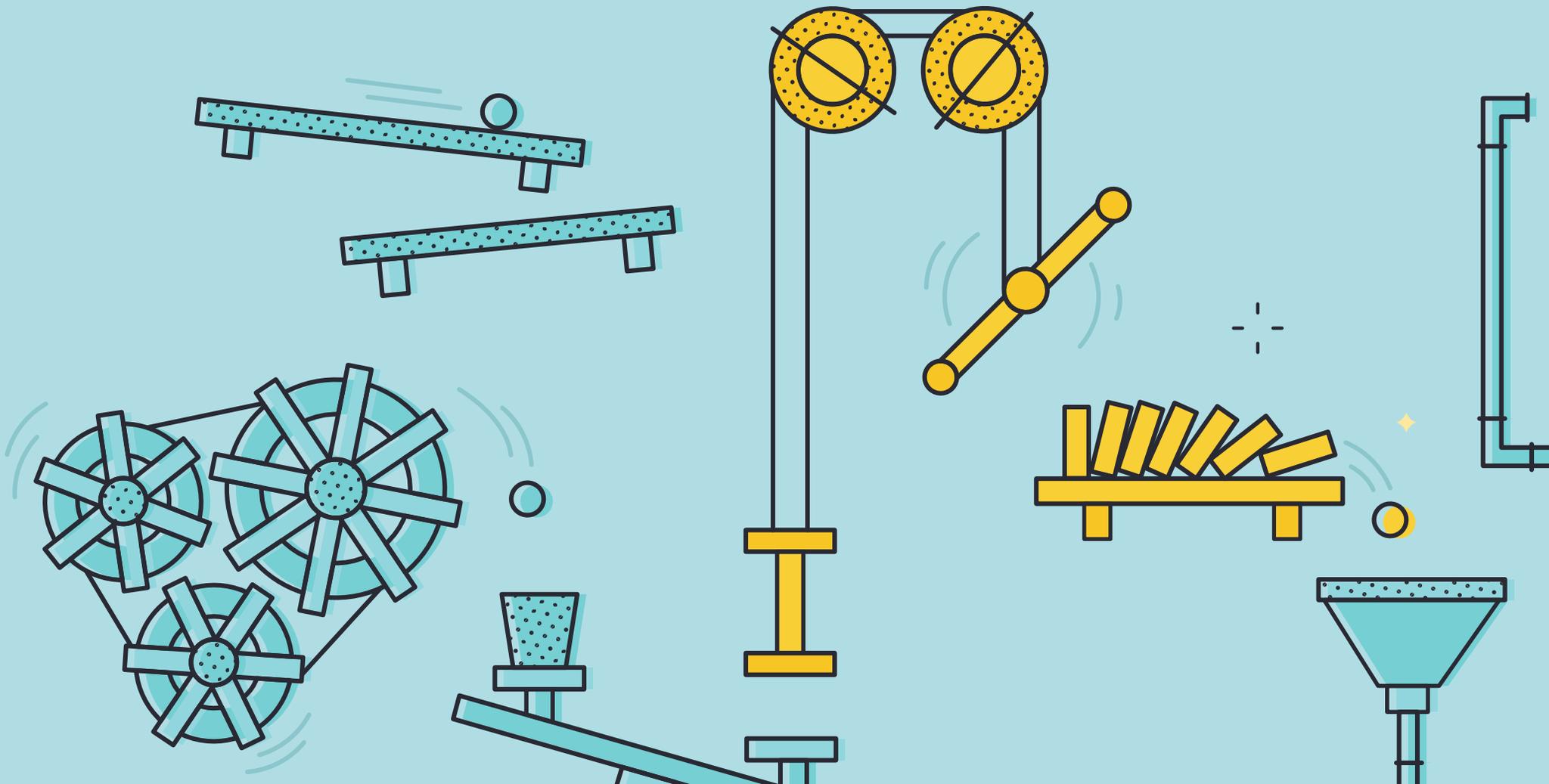
Kathryn

❝ **We're able to update content in Lessonly as quickly as our business changes.**

Sales Training Program Manager

TRUNK CLUB

4 LESSONLY MAXIMIZES THE ROI OF LEARNING.

Numbers matter to us.

Sustainable, smart businesses invest in what yields great results. But here's the issue—measuring the ROI of learning is really, really hard. Luckily, our software makes it simple.

Lessonly Insights, our training analytics tool, helps teams quantify the impact of learning. It reveals gaps in both learning content and employee knowledge, so you can work to fill those gaps and stay on the same page.

Reporting around course completions and learning searches can also reveal the content your team truly views as valuable and important to their roles. And with Lessonly for Salesforce, learning reports go even further. Managers can compare sales and support rep performance up against learning data in Lessonly Insights to measure training's impact on KPIs. With Lessonly, teams measure learning engagement and make decisions based on data instead of intuition because we're not focused on training just for training's sake. We exist to drive real business development and tangible results. But don't take it from us—take it from our heroes:

Jared

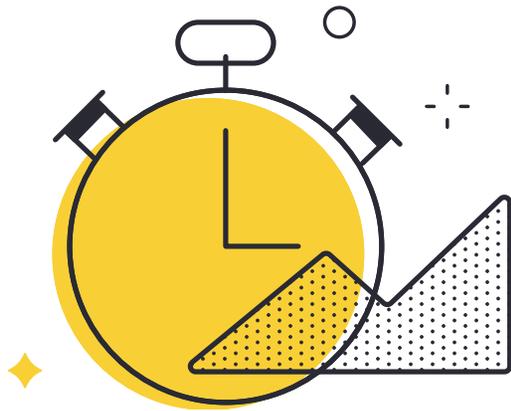"We've actually seen our CSAT grow. We're training better—and that's because of Lessonly.

Trainer

◆ volusion

Tom

Revenue Operations Analyst

FiscalNote

40% Higher Productivity

1,100 Days Saved Using Lessonly

70 Lessons Created

2x Team Growth

5 Minutes to Learn Lessonly

> "Historically, it's been difficult to quantify the impact that training has on the business. What Lessonly allows me to do is ==integrate training== with our software, so that as we ==monitor employee performance,== I can tie that back into how I'm teaching.
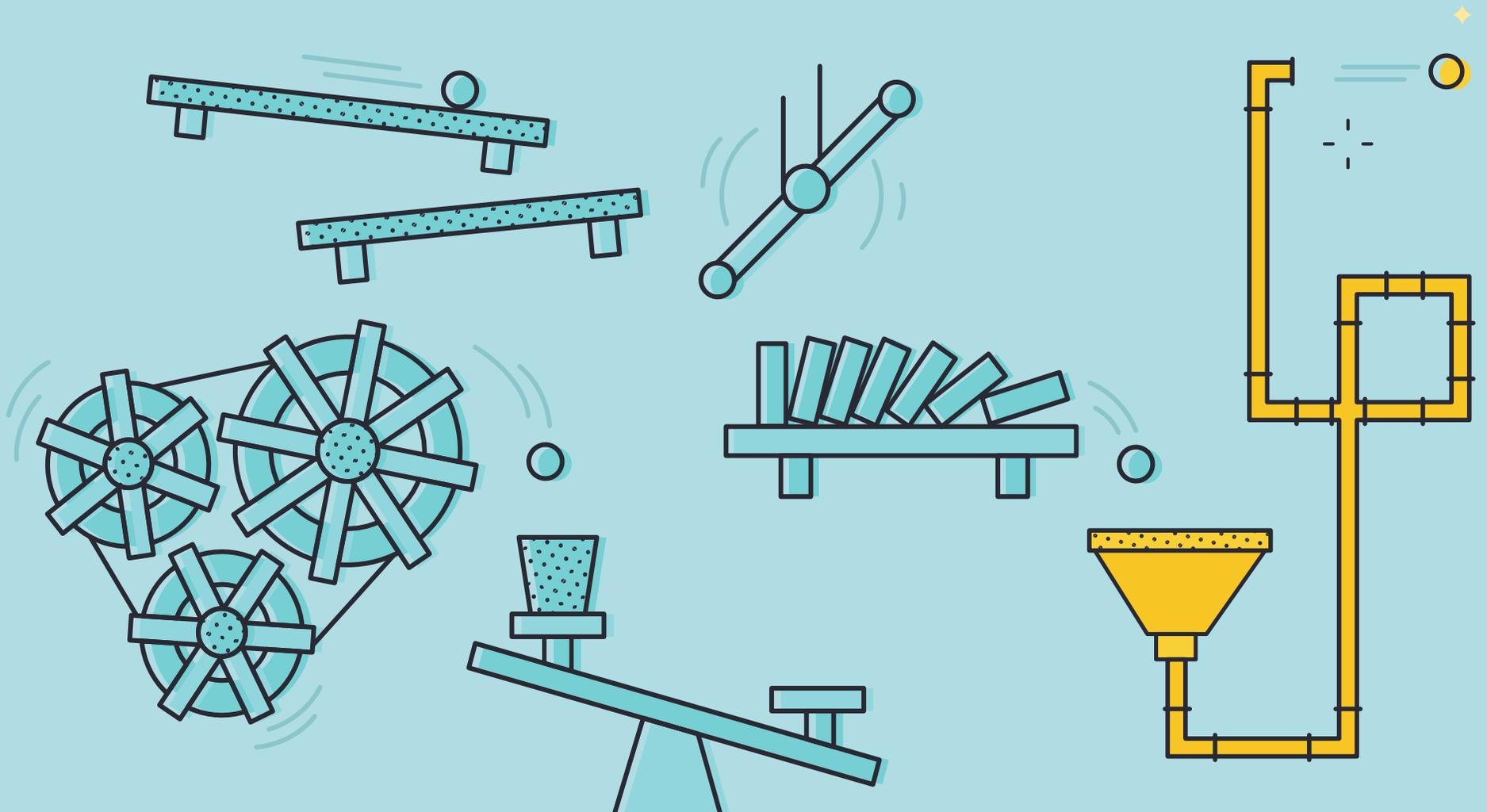
Jimmy

Director of Training & Development

OutboundEngine

5 LESSONLY EMPOWERS PEOPLE TO DO BETTER WORK.

Better Work. Stronger Teams.

It's more than just a phrase. Better Work is a team philosophy we get to live out every day. So, what is it exactly? We're glad you asked.

Our Mission

We help people do Better Work so they live better lives.

Learn More

Our Values

We put learners first.

We highlight what's working.

We get agreements.

We make time for life.

We have difficult conversations.

We ask clarifying questions.

We share before we're ready.

We're proud of our software, but we're even more proud of the people who make Lessonly what it is. When you buy Lessonly, you aren't just getting bits and bytes. You're beginning a partnership with people who will help you create world-class training. We're ready to share everything we've learned operationally and relationally across millions of learner interactions. Here's who you might work with:

Our Client Experience Team

Client Experience Managers are some of the most-loved folks at Lessonly. They walk new customers through the Lessonly implementation process, provide guidance around best practices, and continually work to ensure each customer has everything they need to be successful.

"I feel like a special partner with the Lessonly team."

—Isaac Wilson, Manager of Learning & Development, Goodwill of Central & Southern Indiana

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Our Services Team

We understand that most training program owners are not full-time learning experts, so the Lessonly Services team is here to provide you with extra support as you build an effective program. The Services team helps customers create content, automate Lessonly, run reports, and provide guidance as you build out your training.

"Lessonly Services transformed an 18-page document into a training series our reps actually retain now."

—Spencer Hilligoss, Sr. Director of Enablement, LendingHome

Think we could help your team learn, practice, and perform like never before? We think so, too.
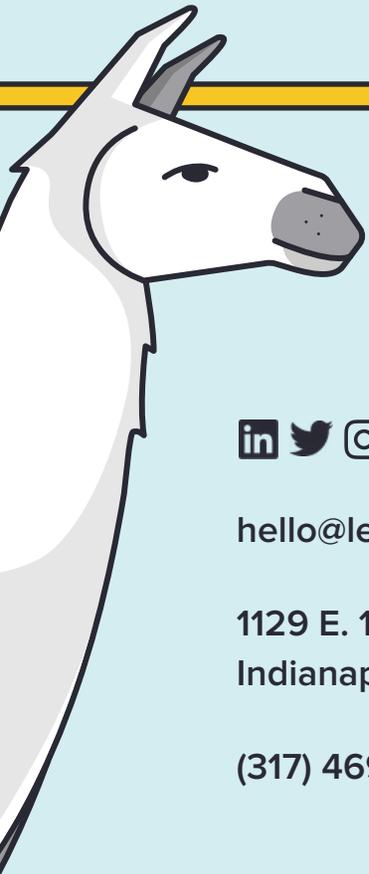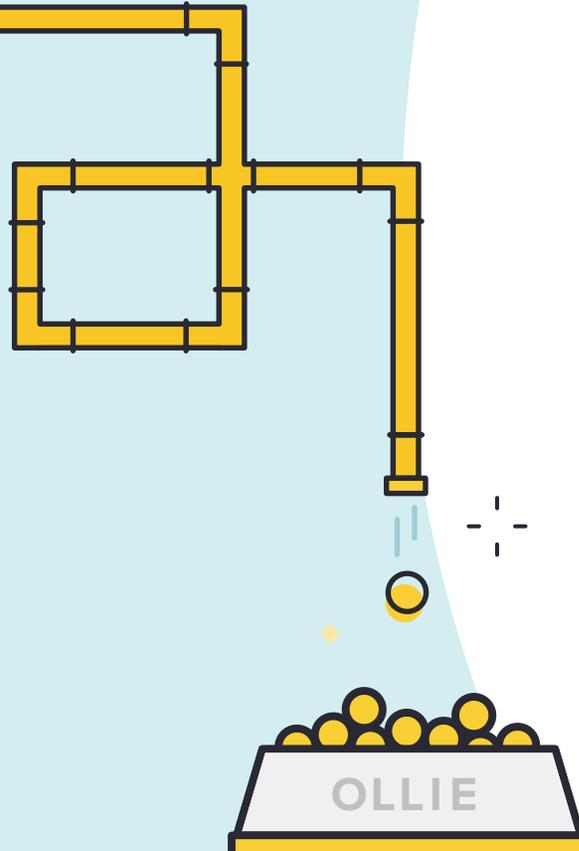
Take a tour ›

Watch a preview video ›

Talk to a human ›

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