

# 8 Questions to Ask in an LMS Demo



# So You're Ready for a Demo...

If you're in the demo stage of the LMS (learning management system) buying process, you've probably already consulted with stakeholders to define requirements and completed some initial research. Since LMS demos can be time-consuming, it's best to wait to sit through them until you've compiled a shortlist of 3–5 potential vendors.

While demos can sometimes feel like just a sales call, they are actually your opportunity to look at the software and get your questions answered actively. Use this time wisely to understand the software from the inside out.

Don't be afraid to ask the tough questions — salespeople are there to help you sort through tricky nuances. While some may focus on the software's features, they should also be honest, demonstrate their learning expertise, and understand your use cases and needs. Overly pushy sales techniques and evading questions are red flags to watch out for in a demo. Remember that this is your first taste of what it will be like to have this vendor as a long-term learning management partner.

These LMS demo questions will turn your sales call into a productive information-gathering session.

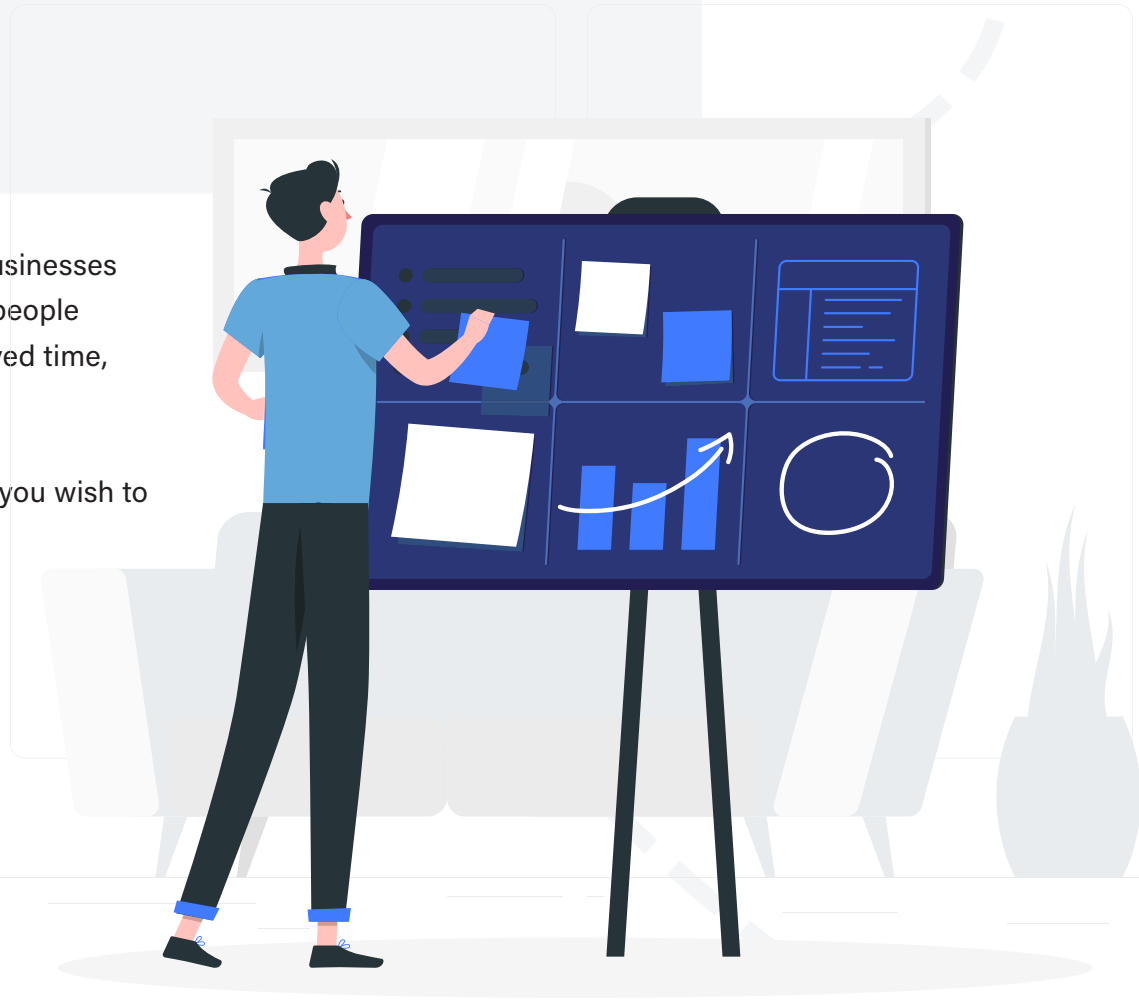
# Do You Have Clients With Similar Use Cases?

One of the easiest ways to tell if an LMS will suit your needs is if other businesses with similar use cases have already succeeded with that software. Salespeople can share the results that similar clients experienced — whether they saved time, increased training completion rates, or expanded revenue.

To be prepared for a demo call, consider making a list of LMS use-cases you wish to implement now or in the future. Consider everyday use cases like:

- [Partner and customer training](#)
- [Compliance training](#)
- [Employee training](#)
- [Continuing education](#)
- [Revenue generation](#)

Use cases are at the heart of choosing a best-fit LMS, so consider this carefully.



# What Analytics Does This LMS Provide?

Analytics are one of the most essential features of LMS software. Great, detailed analytics will support your goals every step of the way, from improving learning completion rates to impressing the C-suite by connecting learning to business goals.

Only some LMS vendors focus on metrics that move the business needle. Most measure only superficial behaviors like course completion rates, ignoring metrics like revenue, lead generation, or conversion rates.

Before jumping on a demo, determine what you need to track for auditing purposes, what KPIs you want to measure, and what other metrics are important to you. You may also have compliance metrics that you need to capture too. Then, during the demo, ask the salesperson to show you how the built-in analytics will help you measure what you need.



# How Flexible is Your System?

A whopping 42% of LMS buyers who switch systems seek [more advanced functionality](#). Avoid going through this LMS review process twice and choose an LMS with enough functionality in the first place.

Sure, an LMS might suit your audience today — but will it adapt to the audience you grow in three or six years? For example, maybe your LMS is just for internal training right now, but in a few years you want to start training your customers or partners too. You can even turn your LMS from a cost center to a revenue generator by offering paid courses.

Even if a particular use case is further down the road, it's worth choosing an LMS that will grow with you. Trying to transition your LMS software during periods of critical business growth can limit your flexibility and set you back.

## Ask your vendor about how they grow with their clients:

- **Is it easy to switch to a plan with more users?**
- **Can you add on new functionality overnight, or do you have to wait until the two-year contract is up?**
- **Can your software handle the weight of lots of data and users without slowing down?**
- **Is your LMS equipped for e-commerce and revenue generation?**

*The right LMS vendor will know precisely what you're talking about and talk you through how they can be your partner in business growth.*

# What is the LMS Implementation Process?

Implementation may seem unimportant or a secondary consideration, but it should actually be a key consideration in choosing a vendor.

A full LMS implementation can take [from three months to a year](#), so a poor process can be extremely frustrating and waste hundreds of hours.

Some software companies outsource LMS implementation to external companies, don't have transparent set processes, or even direct you to a KnowledgeBase instead of answering questions directly. They limit direct employee availability to customers during and after implementation.

Meanwhile, the best LMS companies invest deeply in their implementation process. Experts with clear processes, they partner closely with their clients and work together every step of the way. A thoughtful implementation and rollout process can make your experience easier and immediately set your organization up for success with the software. It prevents months of fiddling with your setup and speeds up the return on your LMS investment.

An excellent implementation process is not just about getting the software up and running. It's a sign of a vendor committed to providing robust customer support. Your vendor's customer service can make a substantial overall impact on the value of needs.

# What Add-Ons are Included with the LMS?

What comes **bundled with your LMS** impacts the bottom line of your overall cost. LMS vendors may include third-party **learning content** or licenses for authoring tools at a discount as part of your LMS contract. However, some content is better than others — and some authoring tools are not exactly top-of-the-line.

If an LMS does not come with high-quality content or licenses that meet your needs, you will need to purchase courses and author software separately on top of the cost of the LMS. Don't forget to take this into account when comparing vendors.



# How Do Your Features Work — and What Features are Planned for the Near Future?

When you jump on a demo call for an LMS, you should know some key features you will use the most to support your use cases. A demo is the perfect place to get a detailed overview of how these features work within the software you will use daily.

Sometimes, the ease of use of critical features is a make-or-break decision factor when choosing between LMS vendors. For example, if course authoring within the LMS is essential to you, but that feature is outdated and clunky, that's an enormous con.

The software development roadmap for the LMS vendors you're considering can also provide essential insights into the future of your relationship with your vendor. The features they choose to focus on are a clue into what use cases they plan to expand their support on and, therefore, what types of clients they hope to focus on.

Simply put, the roadmap lets you know whether your LMS will continue getting new, top-of-the-line features to serve your company's specific needs and help you scale.





# Does this LMS Integrate With the Tools I Use?

No LMS is perfect when it comes to integrations.

However, if you use key tools that will impact your goals with an LMS, finding one that already integrates with them can make your day-to-day life easier and prevent migrating solutions down the road.

**Examples of what LMSs commonly integrate with include**

- **Customer Relationship Management (CRM) software**
- **Single Sign-On**
- **HR Software**
- **E-commerce tools**

And much, much more. Ask your vendor for a complete list of integrations.

It's also important to ask about the process for turning on integrations. Many vendors still have clunky processes for integrating compatible systems. You might even have to file a request with the vendor and wait. But modern LMSs make it simple for clients to handle integrations on their own terms and even configure them independently.



# Does this LMS comply with regulations in my industry?

Some industries have strict regulations related to training. For example, [manufacturing](#) employees using high-risk equipment may need proof they were offered and completed related safety training.

As another example, [real estate](#) agents have complex licensure requirements. They change regularly, making it challenging to track which agents are up-to-date on training. Agents will also want additional certificates both pre- and post- license for continuous professional development.

The best compliance LMSs make it easy to see whether training is completed on an individual or group level and can quickly pull reports in case of an audit.

The plus of partnering with a vendor that already understands highly regulated industries is that they will likely already have solutions for meeting the regulations that govern your training environment.

Examples of regulations that could affect your LMS include:

- **Compliance training requirements**
- **Digital security regulations**
- **Accessibility standards**

Regulations can change quickly, so if your industry is heavily regulated, it's wise to choose an LMS vendor committed to software compliance. They will likely continue issuing quick updates to help you adhere to new laws.

# Next Steps to Evaluating an LMS

Once you've attended demos with your shortlist vendors, congratulations! You're about halfway through the process. Next steps will include:

- **Gathering feedback from stakeholders and asking follow-up questions**
- **Ranking vendors according to requirements**
- **Reviewing case studies and client testimonials**

One of the most important factors in your decision will be the vendors' level of expertise with your use case.

Vendors who are experts in serving clients like you have the unique combination of features that will meet your needs while possessing the knowledge to help set up your LMS in a way that serves you well.



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