

Maximize Profits

5 Ways Training Companies
Can Leverage an LMS for Growth



The training industry has evolved rapidly over the past five years, primarily driven by the global pandemic and an increased demand for flexible, accessible learning solutions.

COVID-19 restrictions forced companies that sell training to rethink how they deliver learning. Face-to-face classes had to transition to online offerings quickly. Most learning businesses had to piecemeal content and delivery methods together — a web-conferencing tool to host classes (e.g., Zoom), PDFs to replace printed manuals, etc. They didn't have the luxury of rebuilding courses for online audiences then. They were simply trying to keep their company afloat.

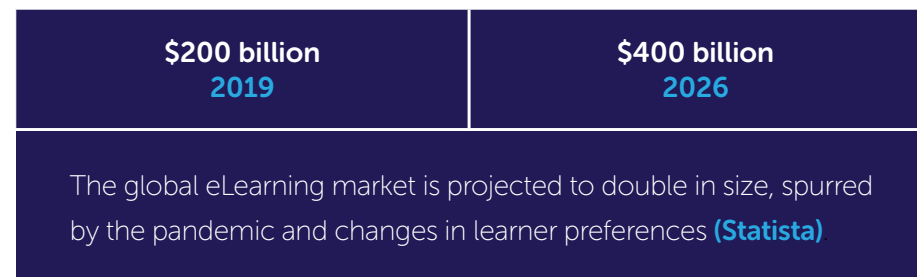
Meanwhile, learners' desire for online training options increased and evolved. They now want more than just the ability to attend a class virtually. Modern learning customers expect on-demand courses and materials that are engaging, easy to access and easy to use. These expectations will only grow as new generations enter the workforce.

Learning management systems (LMS) built for **selling courses online** have become essential for training companies looking to generate new revenue streams and stay competitive by adopting hybrid or digital-first learning business models that customers demand.

This guide explores five key ways your learning business can leverage an LMS to sell courses and boost your bottom line for long-term success.



Growth in eLearning



1 | Meet Modern Learner Expectations

The rise of on-demand learning has changed how professionals buy and consume training. Learning customers and those seeking professional certifications and credentialing want courses that fit their schedules and are accessible on their preferred devices (e.g., computers, tablets, and phones). They also expect learning experiences to be informative and interactive, enhancing the value they get from every course they purchase.

94% of online learners

prefer to study at their own pace ([Research.com](#)).

An LMS empowers learning businesses to meet these expectations. For example, you can:

Build an Online Catalog with Flexible Offerings

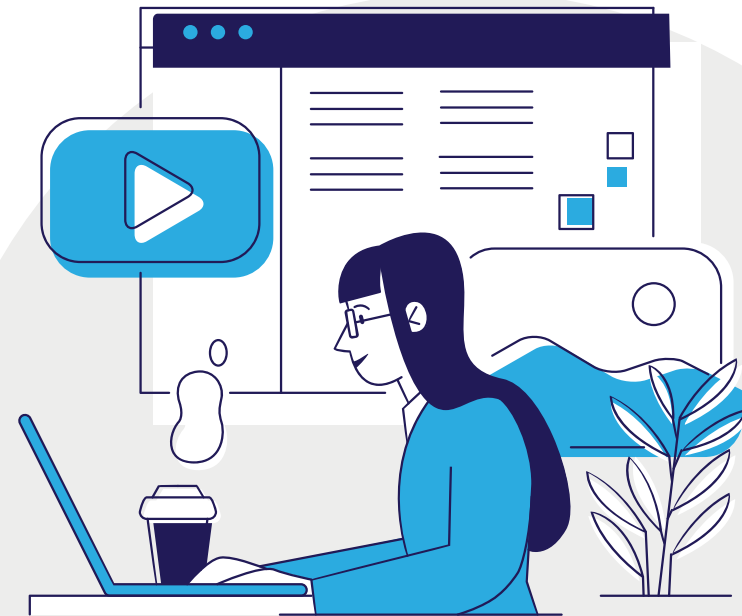
Allow current and potential customers to easily see and purchase your diverse training options online. Provide choices for live virtual classes for real-time interaction, in-person sessions for those who prefer face-to-face learning, and self-paced courses for learners who need flexibility. By offering a mix of delivery methods, you'll attract a wider audience and meet varied learning needs.

Offer Additional Value-added Services

Customers who prefer online training over classroom settings still want and need learning that keeps them focused and motivated. Adding gamification elements like badges or leaderboards can enhance engagement and encourage additional course purchases. Social learning features allow students and instructors to collaborate and share knowledge, adding an extra layer of value to training programs.

67% of students

agree that gamification improves productivity ([TechReport](#)).



2 | Extend Education Services Reach

A major advantage of using an **LMS to sell courses** is scaling delivery beyond local markets. Depending on the types of courses offered, learning businesses can attract customers regionally, nationally, and even globally.

Attract Remote Learners

With an LMS, training companies can expand their target audience to prospective customers who prefer or require remote learning. Whether due to geographic distance, busy schedules, or personal preferences, offering remote learning ensures you're not limited by physical location when selling online education programs. You can provide courses to learners regardless of location.

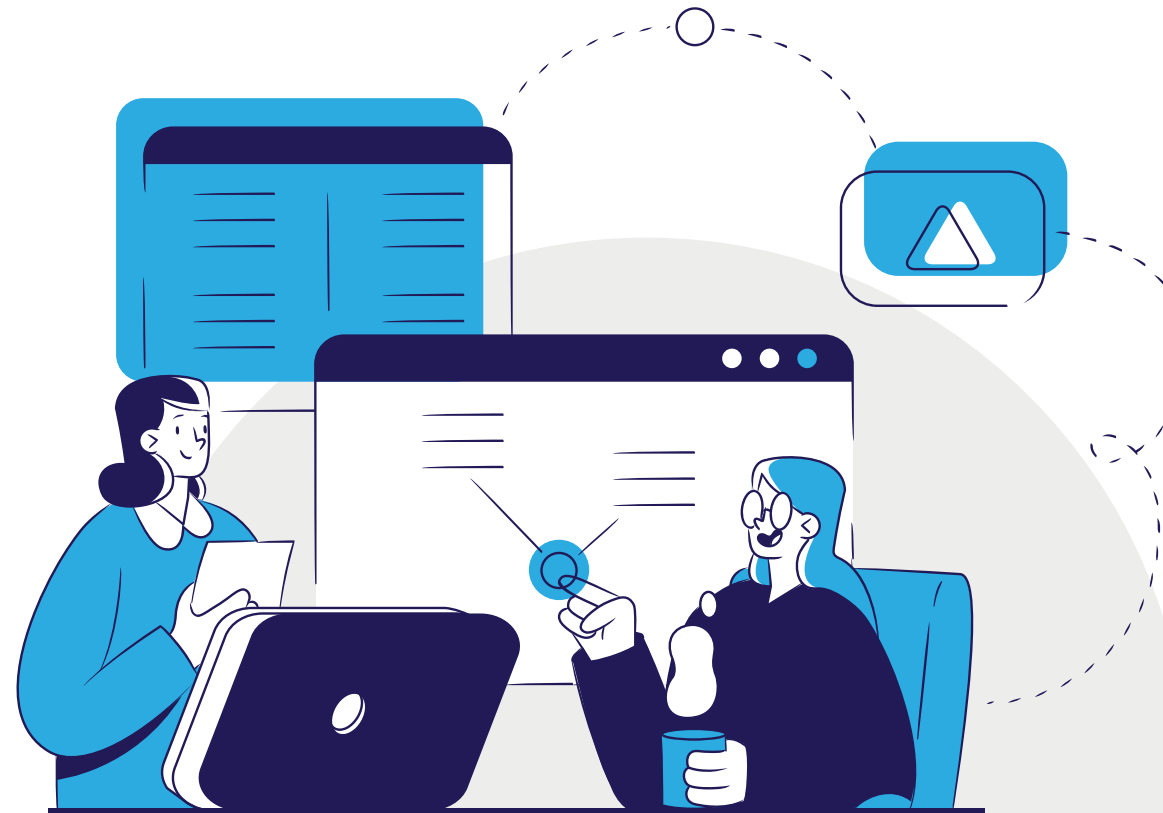
Localize Courses by Region

LMSs enable training companies to localize content for different markets. People often associate localization with supporting multiple languages, and robust LMSs can accommodate those needs. But localization goes far beyond that.

Learning businesses that offer **continuing professional education or certifications** can use an LMS to replicate the framework and structure of their courses and tweak them based on state or regional laws and requirements.

LMS for Real Estate Training Companies

Real-estate training companies can transform a single state-focused real estate licensing series (e.g., for Florida) into a broader course catalog that attracts learning customers from across the southeast or the entire US.



3 | Expand Education Services Offered

Diversifying training offerings is a key way to grow your learning business. Still, the thought of creating and managing dozens or hundreds of courses can feel overwhelming based on traditional approaches.

An LMS enables you to scale your business in several ways:

Create Courses with Ease

Modern LMS platforms provide built-in custom authoring tools that simplify course creation and modification — eliminating the need for freelancers to design engaging learning experiences. They also allow you to use proprietary or third-party course creation tools like Adobe Captivate, Rise, or dominKnow based on your preferences. Additionally, you can license courses from established eLearning publishers, such as LinkedIn Learning or Bigger Brains to provide a steady stream of high-quality content without the need to build everything in-house.

Develop Custom Learning Paths

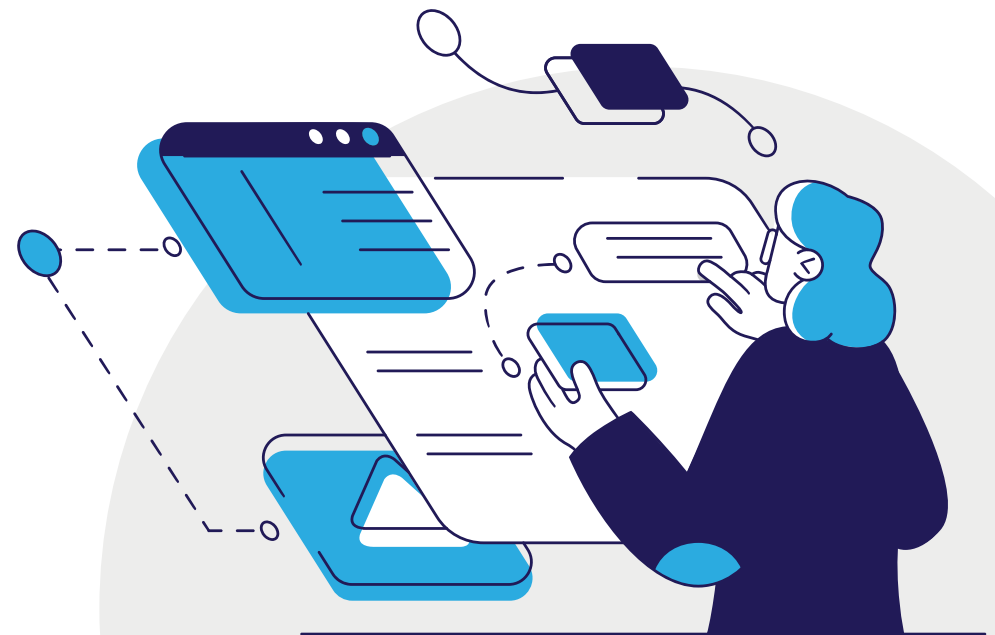
An LMS allows you to design personalized paths for learners, guiding them through a structured training journey that fits their needs. Tailored learning paths provide an excellent way to differentiate your company in the market, enhance the learner experience, increase course completions, and deliver better customer results.

Repackage Courses and Content

A robust LMS enables learning businesses to easily duplicate and tweak content across different courses and tracks. This flexibility empowers companies to create and repurpose content in scalable ways that minimize costs and maximize sales. For example, you can record a live webinar and repackage it as an on-demand course, completions, and deliver better customer results.

26% of webinar registrants

only sign up to access the on-demand recording ([BeaconLive](#)).



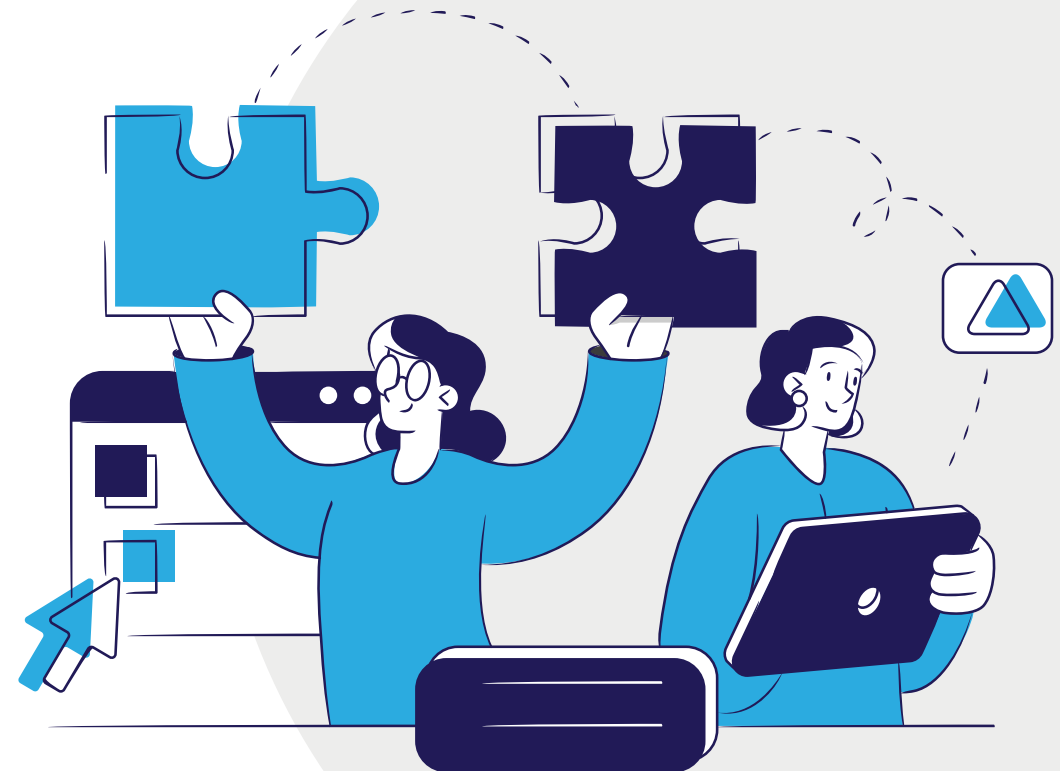
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Maximize Course Upsell, Cross-sell Opportunities

An LMS should be easy to integrate with other tools, like customer relationship management solutions (CRMs) or email automation systems (like MailChimp or Constant Contact). Making these cross-platform connections enables you to communicate with your customers in a more targeted manner. Implement effective nurture campaigns, special offers, bundled pricing, etc., to capture new, repeat, and expansion revenue in ways that are impossible with stand-alone systems. Your customers will benefit from the additional learning opportunities and your company will benefit from extra income.

Example: LMS for Insurance Training Companies

Insurance-focused training companies can use an LMS to provide classes and materials that align with different **professional education** stages, such as pre-certification training, post-certification training, or continuing education units (CEUs). The LMS will make repurposing the same content in multiple ways easy.



4 | Sell Professional Certification and Licensing Programs

Many topics and courses can entice a paying customer. However, **professional certifications, licensing and continuing education programs** top the list in terms of customer demand, premium pricing and ongoing revenue potential.

Industries such as real estate, insurance, and financial services require practitioners to be licensed and stay current on regulations and best practices. These requirements provide fertile ground for training companies to grow their businesses — attracting repeat customers who need pre- and post-licensing professional education services.

An LMS plays a critical role in designing, delivering and managing these programs including:

- **Streamlined Course Delivery and Access:** This gives learners the flexibility to access training anytime and anywhere, which is crucial for professionals who may need to balance studying with full-time work.
- **Automated Tracking and Reporting:** Track course completions, hours logged, assessment scores, and other documentation that regulatory bodies often require to confirm a practitioner's certification status. This data can be shared with learners and regulatory agencies for compliance reporting.
- **Certification Management and Renewal Alerts:** Certifications often need regular renewal (e.g., every two years). With an LMS, training providers can track expiration dates and send automated reminders, attracting repeat customers by helping them renew certifications without risking lapses.

- **Customized Learning Paths:** Specialized learning paths ensure basic and advanced licensing or continuing education needs match regulatory requirements.
- **Assessments and Real-Time Feedback:** Practitioners often need to demonstrate an understanding of updated laws and standards. An LMS enables standardized assessments with instant feedback, helping learners gauge readiness and verify proficiency.
- **Data-Driven Insights and Compliance Reporting:** Aggregated learner data provides insights into course effectiveness, completion rates, and engagement. This information helps adjust the curriculum to meet industry demands and regulatory body compliance standards.

The bottom line is that offering licensing and continuing education programs through an LMS allows you to expand your footprint or tap into a consistent and lucrative market.

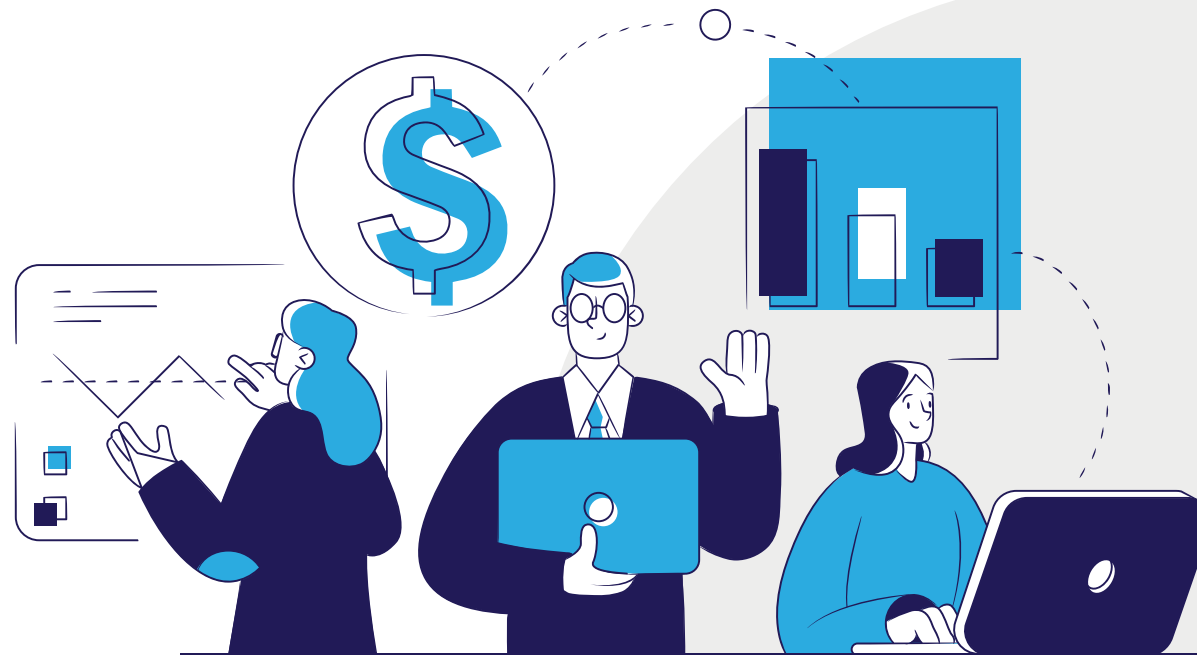


5 | Monetize with eCommerce Tools

An **LMS designed to sell courses** empowers training companies to turn content into money. Robust, built-in eCommerce functionality allows training companies to offer individual courses, bundles, and subscriptions and capture additional revenue streams.

Look for an LMS with features that help you:

- Attract a wider audience with an online catalog of courses
- Make it effortless for learning customers to buy your education services
- Distinguish between live sessions (with premium benefits) and pre-recorded courses
- Repurpose live classes into on-demand courses in a self-paced format
- Re-engage with prospects and customers about completing a certification course, getting a continuing education credit, or broadening their professional skill set.



Finding the Right LMS for Your Learning Business

A robust LMS can provide training companies with the flexibility and scalability to innovate and stay competitive. Learning businesses should look for LMS partners that understand their unique business needs. Three key factors include:

- High ratings on review sites (e.g., G2, Capterra)
- Unlimited customer support for admins and users (i.e., learners/customers)
- Top-notch security (data encryption, multi-factor authentication, single sign-on, etc.)

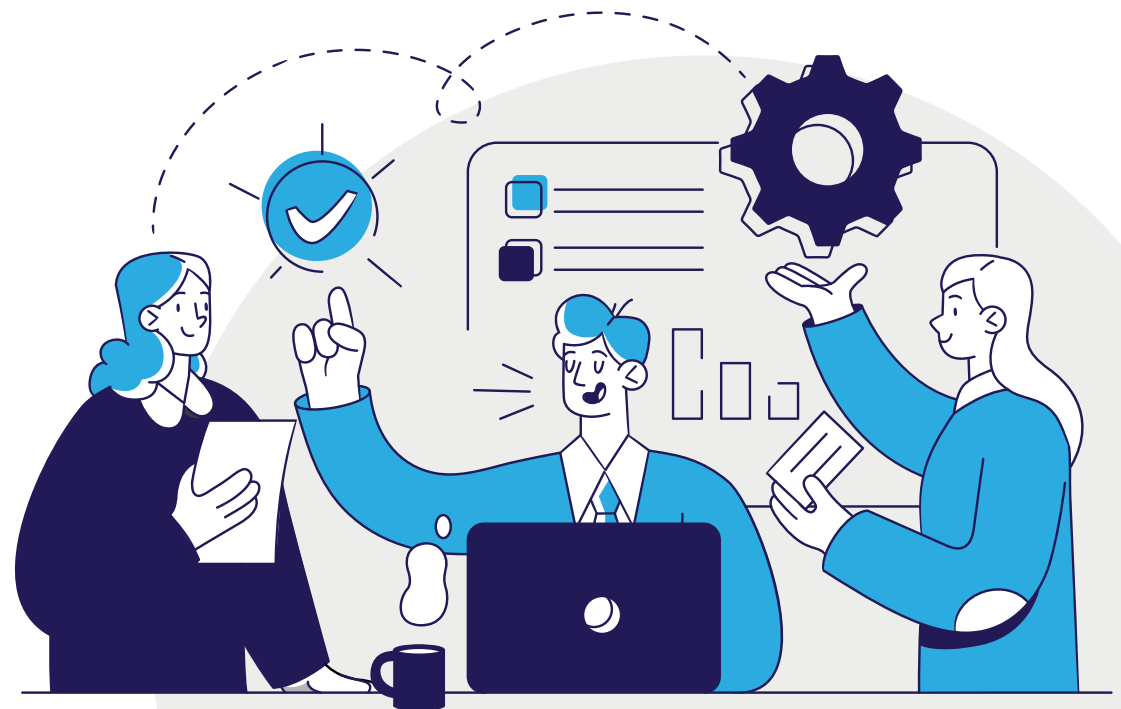
Additional features learning businesses should look for include:

- Simple Course Creation & Delivery
- eCommerce & Shopping Cart Functionality
- Certification & Completion Tracking
- Gamification (Badges, Points, Leaderboards)
- Unlimited Storage & Bandwidth
- Integrations & Open APIs
- Mobile, On-the-Go Training
- Course Scheduling & Management
- Course Improvement Tools
- Built-in and Ad-hoc Reporting

Wrap Up

Leveraging an LMS to sell online courses is essential for learning businesses to grow and evolve. The technology empowers training companies to embrace eLearning and incorporate it into traditional face-to-face offerings.

Use the five strategies in this eBook to rethink how you position your professional education services and ensure your business is set up for long-term success.





About DigitalChalk

DigitalChalk offers a full-featured LMS that is top-rated by analysts and loved by our customers. Our technology powers easy-to-use **customer training** and enables **training companies** and associations to drive profitable growth.

