

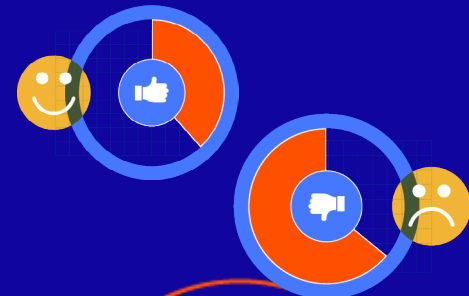
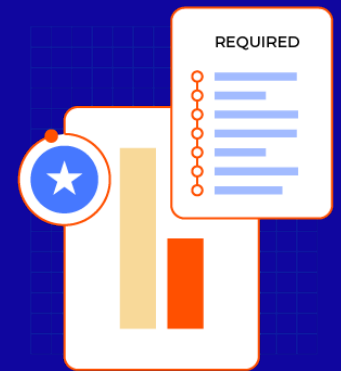


LMS vs. Sales Readiness Checklist

This checklist outlines how LMS and sales readiness platforms differ so you can make the best decision for your organization.













Training is a key component of a successful sales strategy. To deliver critical information to many people as quickly as possible, teams have been implementing learning management systems (LMS) that allow for easy content creation, distribution, and analysis.

However, modern sales teams are learning that learning management systems fail to support the evolution and agility that today's selling experiences require. Sales readiness is more than learning; it's ongoing practice and reinforcement to enhance skills, knowledge, and behaviors that can be directly tied to business outcomes.







Training and Engagement

There are key differences in the format and characteristics functionality of learning content delivered by learning management and sales readiness systems. differ between learning management systems and sales readiness systems. Sales readiness platforms allow for dynamic, individualizedpersonalized, and quantifiable engagement for greater impact and offer a direct impact on revenue.

	Learning Management System	Sales Readiness Platform
Easy content creation (PPT, video, etc.)		
Individualized learning paths for every seller		
Platform-managed instructor-led training		
Standard questions and assessments		
Gamified questions and assessments		
Just-in-time training and microlearning		
Mobile and offline capabilities		
Sales-specific program templates		
Real-world conversation snippets with training content		



Practice and Reinforcement






Beyond training, sales teams need a solution that supports ongoing education and competency reinforcement. Sales readiness systems utilize technology that makes this reinforcement simple and scalable, yet effective for sellers and their managers. Practice and reinforcement are critical to the success of a seller. In fact, **84% of sales training is forgotten within the first three months**, meaning sales teams need a solution that supports ongoing education and competency reinforcement.

	Learning Management System	Sales Readiness Platform
Virtual role-plays with AI-guided feedback		
AI-guided practice and manager grading		
Ability to certify seller behavioral application		
Periodic assessments		

Coaching and Analytics

Coaching is a critical, yet often neglected, component of sales learning. With the right tool, managers can coach reps on their deals and pipeline as well as on the skills and competencies that directly impact their performance in the field. Sales readiness platforms bring together learning and coaching so they are working in tandem, continually reinforcing the knowledge, skills, and behaviors to create more top performers.

	Learning Management System	Sales Readiness Platform
Reports on individual and team performance against winning benchmarks to identify coaching opportunities		
Skill coaching based on the strong and lagging competencies of individual sellers		

	Learning Management System	Sales Readiness Platform
Deal and pipeline coaching to address deals at risk		
Best-in-class coaching templates to jumpstart your coaching culture		
Coaching forms side-by-side with recorded calls for hyper-contextualized coaching		
Self coaching so reps can assess their own skills compared to manager feedback		
Coaching analytics tied to business outcomes to prove the value of coaching		



Choose the right system for your needs

While learning management systems are useful for distributing high-level content across multiple employees, they aren't built for the unique needs of your salespeople.

Don't just keep up with the competition—arm your sellers with a platform that helps them get ahead. No two sellers are alike. They have different knowledge and skill gaps that are interfering with their ability to ramp up and hit quota quarter-over-quarter. With sales readiness, your sellers have the right individualized learning materials at the right time and the ability to practice and receive data-backed coaching to offer exceptional buyer experiences.

Learn more about how a sales readiness platform can help you create more top performers.

[Get a Mindtickle Demo](#)