10
QUESTIONS

You should be asking partner training LMS vendors

If you're trying to find the best LMS platform and implement partner training for your organization, where do you start?

Whether you are a partner training LMS expert or a novice, you must ensure you have a clear understanding of your organization's needs and goals as it applies to partner training. So, the best place to start is by defining your partner's unique requirements. And if you're not sure how to do that, the questions below can help you do that too.

What is partner training?

Partner training consists of educational content and programs designed to **teach partners all about your product or service so they're better able to market and sell it**. Specifically, partners may include:

- Franchise owners
- Resellers
- Consultants
- Agents

Partner training can encompass many different types of training – from general training to compliance training and product training. Partners need to know your product or service, but they also need to **understand the regulations, policies, and legislation that will come into play as they interact with and sell your product**, or you may want to educate them on **better sales tactics** for targeting your market.

However, with hundreds of LMS vendors to choose from, determining who offers the best features, security, and support for partner training can be difficult.

The questions below can be used as a checklist to help you find the best partner training solution. We'll also cover the benefits of partner training and explain the value the CYPHER platform delivers for partner training.

According to DemandGen's 2022 Channel Partner Benchmark Survey[1]

82% of B2B leaders rate their current channel programs as **somewhat or not at all effective**.

82%

[1]https://www.linkedin.com/pulse/mind-blowing-statistics-your-channel-partner-program-orrin-broberg/?trk=article-ssr-frontend-pulse_more-articles_related-content-card

The benefits of training your partners

Partner training provides a range of benefits:

Alignment of goals and objectives

Partner training helps align the goals and objectives of your organization and partners. By ensuring all partners have a clear understanding of the shared objectives, it fosters a more cohesive working relationship.

Enhanced collaboration and communication

Training programs create opportunities for improved communication and collaboration between partners. As individuals gain a better understanding of each other's processes and expectations, they can work more seamlessly together, increasing efficiency and productivity.

Increased productivity and performance

Partner training can enhance the skills and capabilities of all parties. When partners are well-trained, they can contribute more effectively to the partnership, leading to increased productivity and performance.

Knowledge transfer and expertise sharing

Training facilitates knowledge and expertise sharing between partners. This exchange can be crucial for leveraging each other's strengths, addressing weaknesses, and collectively adapting to changes in the business environment.

Risk mitigation

Comprehensive training programs help partners understand potential risks and challenges associated with the partnership. This awareness allows for proactive risk mitigation strategies, reducing the likelihood of issues that could negatively impact the collaboration.

Cost savings

Effective partner training can lead to cost savings by reducing errors, improving efficiency, and streamlining processes. Well-trained partners are more likely to operate efficiently, minimizing waste and unnecessary expenses.

Involving partners in your sales process can lead to a 46% faster deal closure rate

+46%

and a 53% higher likelihood of closing deals entirely.[2]

+53%

[2]https://insider.crossbeam.com/resources/companies-co-selling-are-going-all-in

Ten questions for partner training LMS vendors

1. How are courses and content created on your platform?

Because LMSs offer various ways to create courses, the level of automation and ease of creating content varies from platform to platform. Ask specific questions about course creation and ensure the approach aligns with your organization's requirements and makes administration and training easier, not harder.

Some learning platforms require manual course creation, where instructors create course materials and activities from scratch. Other platforms offer semi-automated options, where instructors can choose from a range of pre-built templates and modules to create courses.

There are also automated platforms that use machine learning algorithms and Artificial Intelligence (AI) to **automatically generate course content based on specific learning objectives**. This includes automatically generating quizzes and assessments, and even suggesting content based on the student's learning history.

It's also important that the platform can **flexibly integrate, import, and manage existing content** from other sources to save instructors time and allow for a more **seamless course creation process**. This integration also allows for a more **personalized learning experience** for students, who can access content from various sources in one centralized location.

CYPHER Agent makes creating courses and content easy

CYPHER Agent is a controlled and packaged AI that allows you to take course development from months to just days. In fact, 83% of customers say they can develop and deliver CYPHER Agent.

CYPHER Agent empowers users to deliver better learner outcomes by enabling the creation of comprehensive, competency-mapped, gamified courses, and assessments in minutes while saving time and resources.

CYPHER Agent enables you to create:

Course modules
With outlines, content, video, study guides, glossaries, and more!

Competency and skills mapping
With 5,000+ competencies already preloaded.

Gamification
Automatic creation of awards, badges, and periodic leveling to recognize learner achievements and enhance engagement.

Assessments
AI-created question banks, quizzes, group assignments, individual assignments, essays

(automatically mapped to rubrics), and tests that you can use as is or edit.

Media options
Have AI generate images for all your modules. Use the media picker to select images or videos you want to use inside your course content.

AI voice synthesis
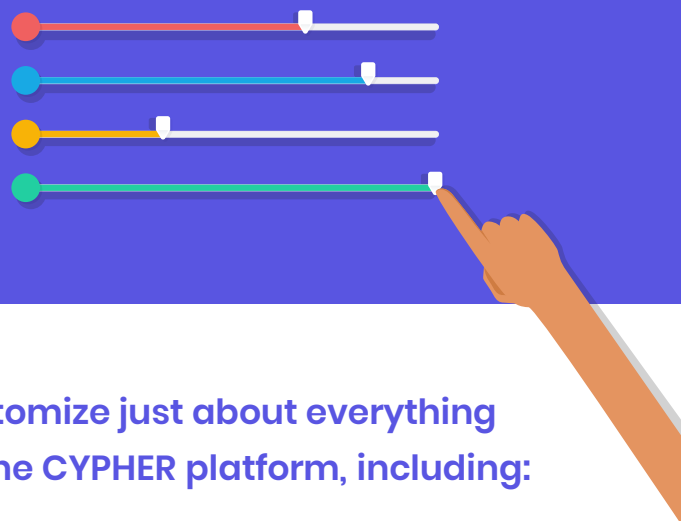Add audio to your courses with 50+ voices.

50+ languages
Create a course in a language you want.

With CYPHER, it's easy to create and deliver online courses that learners will enjoy. Instructors can choose from multiple course styles (self-paced, micro-course, blended, instructor-led) depending on their needs, add course modules, map courses to learners' needs and skill levels, and publish their courses. Both instructors and learners benefit from the intuitive interface.

2. How much customization do you offer?

Some conventional LMS platforms were built with a "one-size-fits-all" approach that limits customization. Why is customization so important? LMS customization enables you to:

Keep branding consistent

Ensure all channels including the platform, course content, and communication channels with your organization's logo, colors, and message. Building a strong brand identity is how organizations can establish their unique identity in their respective markets. Customization also creates a sense of ownership and pride among learners who recognize, identify, and trust the LMS.

Control your content

Identify, understand, and fix learning gaps. Keep up and quickly and flexibly adapt to changing business priorities and needs.

Enhance and personalize the user experience

Improve learner satisfaction and engagement by making it easier for learners to navigate the platform and access the information they need.

Balance out-of-the-box LMS functionality and customization options

Balancing these options allows you to meet the unique needs of each organization.

Customize just about everything on the CYPHER platform, including:

Corporate branding

Customize our LMS with your company logos to give it a professional and personalized look and feel.

Unique visitor portals

Establish distinct visitor portals to cater to different partners.

Course content

Upload training materials, videos, assessments, and more. Customize course content and integrate third-party content.

User roles and permissions

Define different user roles and permissions to ensure that learners have access to the right content and features.

Reports

Create customized reports to track learner progress and performance and evaluate the effectiveness of training programs.

Gamification

Easily customize gamification elements – badges, leaderboards, and rewards – and align them to learning objectives.

3. How does your learning platform support and boost learner engagement?

Boosting learner engagement benefits both their learning experience and your business. **Engaged learners are more likely to retain what they learn, perform better, promote communication and collaboration, and more.**

Gamification, text-to-voice capabilities, interactive content, collaborative learning, and feedback mechanisms are all ways in which an LMS can support higher partner engagement. Before you commit to a platform, ensure they offer these capabilities.

The CYPHER platform's abundant and innovative features that boost learner engagement:

Personalized skills development and learning paths

Enables each learner to learn, practice, and master the skills needed to meet the requirements of their roles now and in the future. With CYPHER, training is aligned to learners' career paths, goals, and professional development. Deliver proactive, automated, spot-on learning recommendations to better engage, develop, retain learners, and attract new talent.

A competency-based learning approach

Enable learners to progress at their own pace and demonstrate their mastery of a subject through valid and accurate competency assessments. Competency-based learning improves engagement by allowing learners to apply what they have learned in real-world situations and by helping organizations understand and determine the skills and knowledge most important for their business.

Interactive and engaging site-wide gamification

CYPHER has the largest deployment of gamification with 120,000 learners participating in weekly periodic leveling challenges. CYPHER Agent provides automatic creation of awards, badges, and periodic leveling that aligns to learning objectives. With periodic leveling, points frequently reset to encourage active participation and motivation.

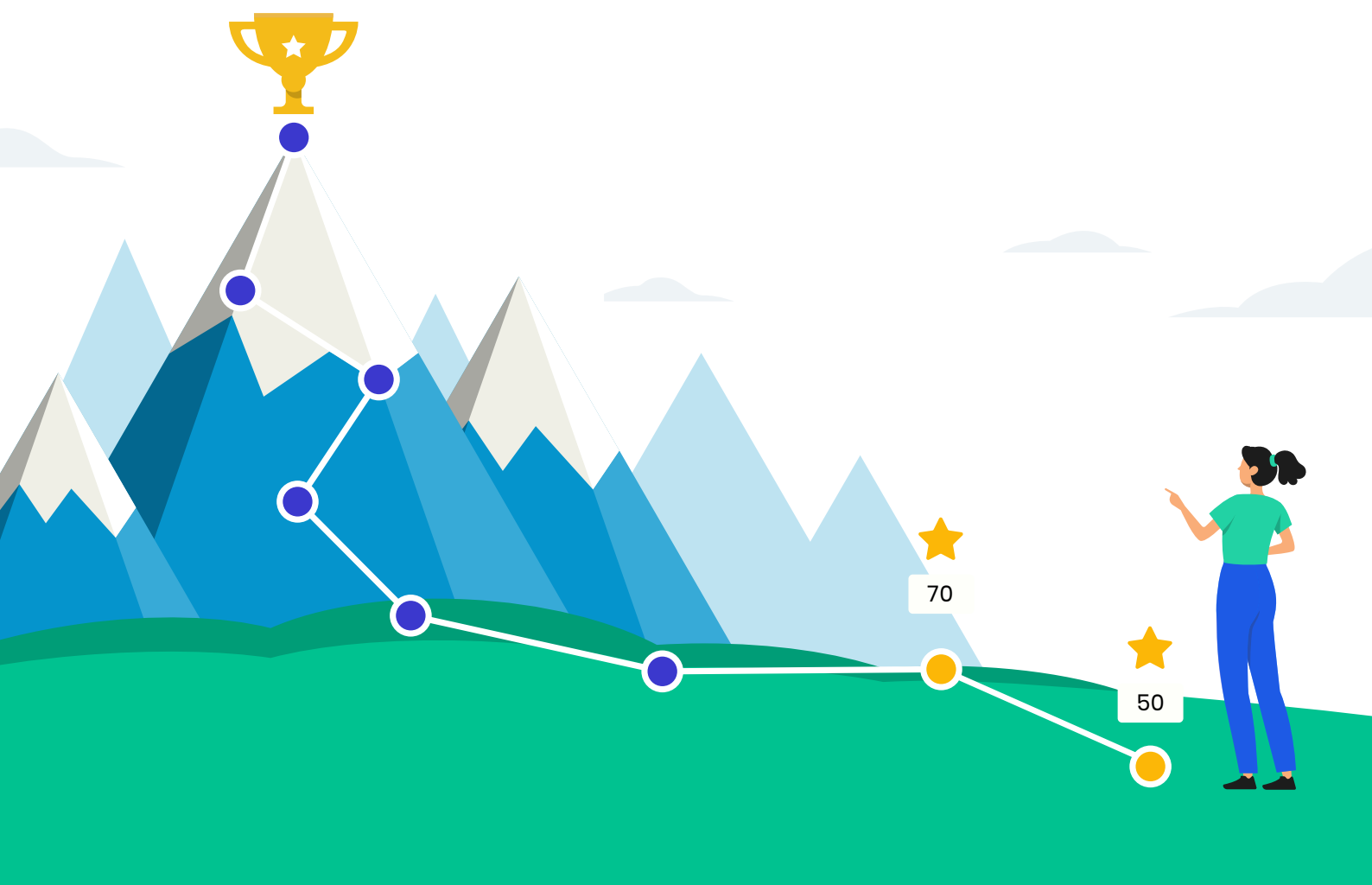## Real-time feedback and progress and performance tracking

Both instructors and learners can monitor progress and identify areas for improvement. This feedback mechanism helps learners stay motivated and engaged in their learning journey.

Social learning features

Learners and trainers can collaborate and connect with peers. CYPHER stands out as the sole platform offering a real-time cross-language communication tool (Universal Translator) in over 50 languages for increased inclusive collaboration and community. This promotes a sense of community and encourages learners to share their knowledge and ideas and work together, which enhances the overall learning experience.

Voice synthesis capabilities

Transform static lessons into engaging, multisensory experiences. Explore 50+ voices. Easily adjust reading speeds. This increases accessibility, improves language learning, increases engagement, and more.
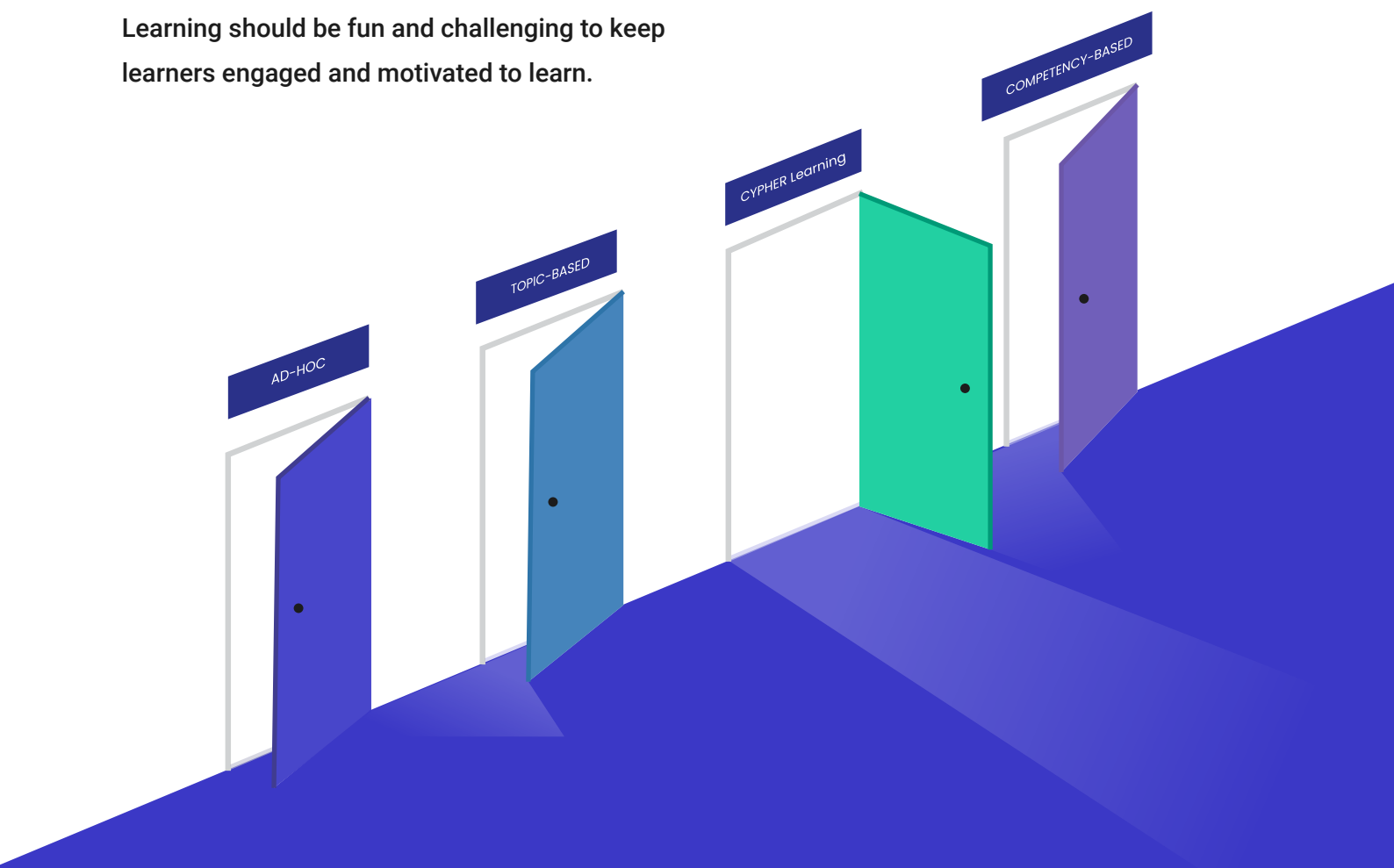
70

50

4. Does your learning platform use a specific learning approach (ad-hoc, topic-based, competency-based)?

Learning approaches are different across LMS platforms. They include ad-hoc, topic-based, competency-based learning and more. Legacy LMS platforms often take a legacy learning approach because they weren't built for modern learners. **It's important that your organization's learning requirements and goals align with the learning approach.** We also recommend methods of instruction and evaluation that focus on an individual learner's progress where learners advance by demonstrating their mastery of a subject through valid and accurate competency assessments.

Learning should be fun and challenging to keep learners engaged and motivated to learn.

When learning is enjoyable, learners retain more information and are more likely to apply that knowledge in their work and personal lives. Challenging learners as they develop new skills and knowledge typically leads to improved job performance, increased confidence, and a sense of accomplishment. Fun and challenging learning experiences can also **foster a sense of community**, which can lead to increased collaboration and innovation in the workplace.

CYPHER uses a competency-based learning approach that makes partner training more memorable, meaningful, and effective.

CYPHER's competency-based learning approach delivers an engaging, personalized, and modern experience supported by unique skills development features, site-wide automation, and flexible integrations.

Components of competency-based learning with CYPHER:

Mastery-based progression

Learners advance to the next competency or learning level only after demonstrating mastery of the current competency. With clarity of mastery for each competency, recommendations to master remaining competencies, and multiple assessments of each competency, learners gain and demonstrate a solid foundation in each skill before moving on to more advanced concepts.

Purpose-driven objectives

Clearly defined learning objectives allow learners to understand the specific knowledge and skills they are expected to master with clearly defined competencies.

Flexible pacing

Learners progress at their own pace, spending more time on challenging concepts and moving faster through concepts they grasp more easily. This enables learners to take ownership of their learning process and progress according to individual needs and abilities.

Personalized, real-world learning experiences

Competency-based learning supports personalized learning pathways. Instruction and support are tailored to meet the unique needs of each learner and encourages "aha" learning moments.

Competency-based assessments

This is where the competency-based learning model stands out when compared to other learning approaches. Frequent assessments, both formative and summative, measure students' progress toward mastering each competency. Feedback helps students understand their strengths and areas for improvement.

Gamification aligned with learning goals and paths

Interactive and engaging gamification site-wide supports modern gamification techniques and aligns with student learning goals to support personalized learning experiences.

5. Does the LMS have comprehensive analytics and automated reporting?

What can be measured? How much customization do you offer for reporting?

With insights into the effectiveness of your training programs and the impact that they have on your stakeholders, you can **make data-driven decisions that lead to improved outcomes and better business results**. With automation, repetitive manual tasks can be eliminated and **reports can be automatically generated and delivered at a certain time and date**.

LMS analytics and reporting are important because they provide:

Improved learning outcomes
Tracking performance and progress enables organizations to identify areas where their training programs fall short of expectations and make adjustments to improve learning outcomes. This can lead to knowledge retention and improved performance among partners.

Increased ROI
Metrics and analytics enable businesses to measure the ROI of their training programs. This can help businesses identify where to reduce costs, improve efficiency, and increase revenue.

Enhanced engagement
By tracking learner progress and performance, businesses can identify learners who are struggling and provide them with additional support. This helps increase learner engagement, motivation, and performance.

Better communication
By providing businesses with valuable insights into the needs and preferences of their stakeholders, communication is improved and programs can be tailored to meet the needs of different groups. This also allows for discussions based on actual information rather than assumptions.

CYPHER helps you turn metrics into actionable strategies with comprehensive analytics and reporting features

CYPHER supports robust reporting and analytics with over 50 pre-built reports and custom options for administrators, learners, and managers. Save customized reports as widgets on your dashboard to easily access metrics and reduce administrative burdens.

Unlike most LMS solutions, the **CYPHER platform provides comprehensive reporting on real-time data and provides insights** into learner engagement, completion rates, assessments, and feedback. T**rack learner progress and performance**, identify areas for improvement, and generate detailed reports on course performance. Use insights to personalize learning experiences, identify struggling learners, make learning recommendations, optimize course content, improve learning outcomes, and more.

Effortlessly track compliance by selecting mandatory courses and setting re-enrollment periods. Use automation rules to notify learners when compliance is almost due or automatically re-enroll them.

50+ Built-in reports within CYPHER

Manager's reports

- Learner performance
- Course completion
- User feedback
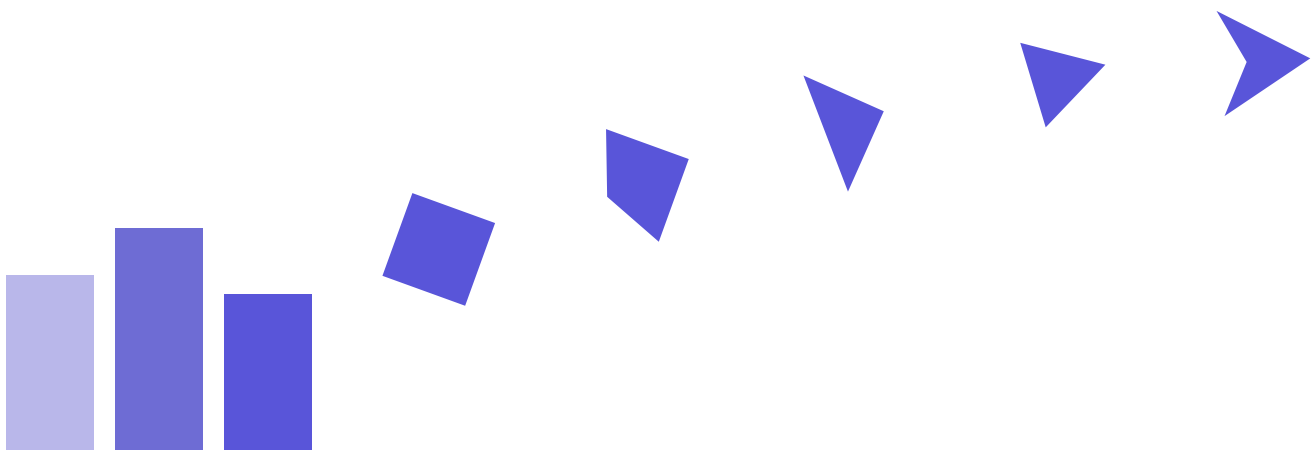- Compliance
- and more!

Administrator's reports

- User activity
- Enrollment status
- Learner progress
- System audit
- and more!

Learner's reports

- Competency
- Awards and certificates
- Course progress

Custom reports within CYPHER

- Missing work
- Course activity
- Assessment usage
- Revenue
- Course status
- Learner time tracking
- and more!

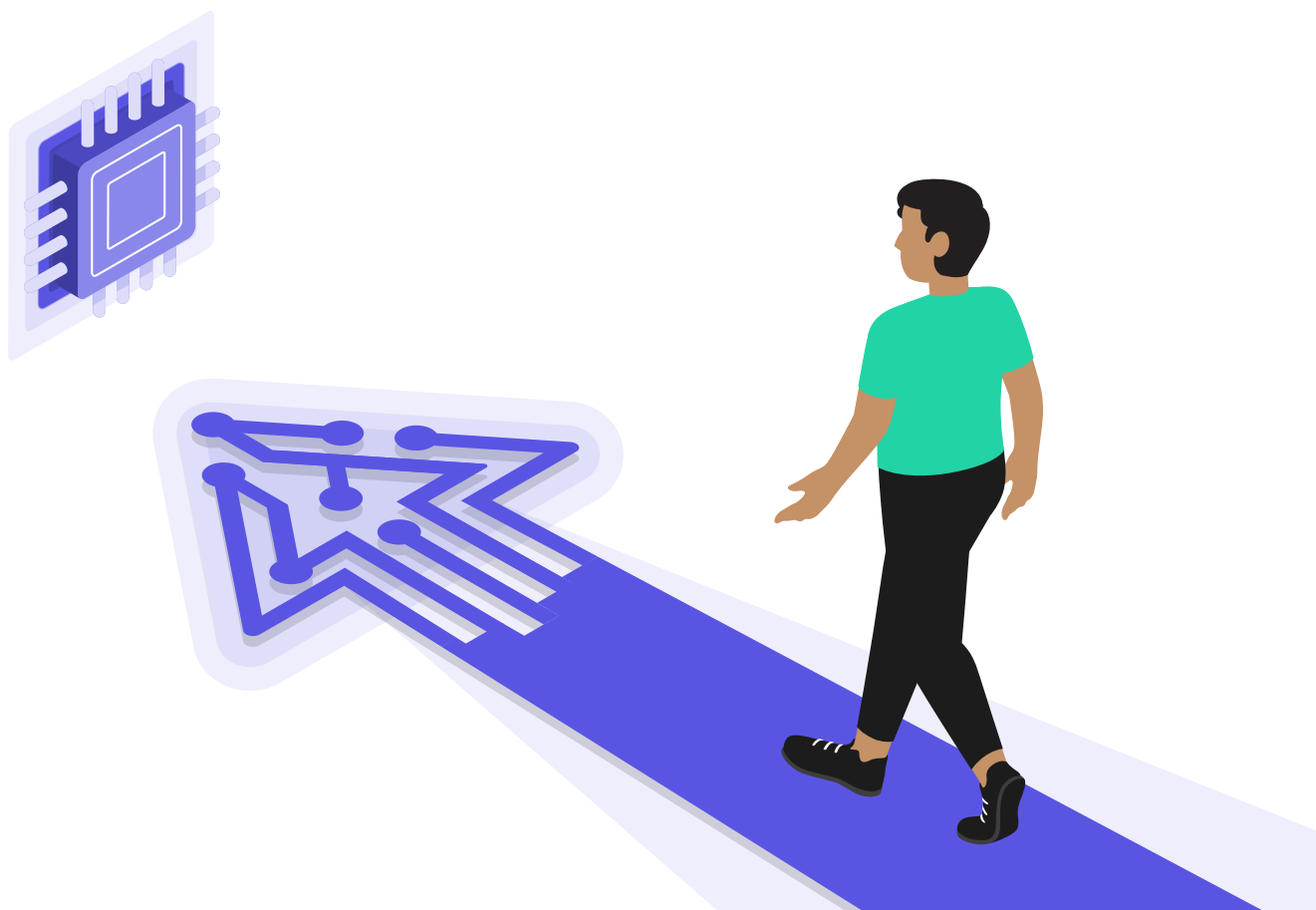# 6. How much integration flexibility do you offer?

Integration flexibility refers to the ability of your partner training LMS to **integrate with other systems and applications** used by the organization. This includes HR systems, CRM systems, e-commerce platforms, and more. By integrating with these systems, the LMS can **seamlessly share data and information, streamlining processes and improving efficiency**.

For example, if your organization uses an HR system to manage employee data, a partner training LMS with integration capabilities can automatically create user accounts for new employees and update user information when changes occur. This **eliminates the need for manual entry** and ensures that the LMS is always current with user information. Integration flexibility allows for LMS **customization to meet the unique needs of the organization**. By integrating with other systems, the LMS can extend and refresh functionality and provide a more comprehensive solution. For example, a partner training LMS that integrates with a CRM system can provide sales teams with training content specific to the products and services that they sell.

Make sure your LMS has integration flexibility to allow for seamless data sharing and customization that improves efficiency and effectiveness across the organization.

Integration is seamless with CYPHER

CYPHER integrations decrease administrative drudgery, **streamline workflows**, and let you keep using what works for your business.

CYPHER Connect
A pre-built integration tool, offers 1,000s of enterprise-class integrations, including HRIS and CRMs. Ranging from simple actions to complex workflows, Connect workflow integrations are created with a point-and-click graphical interface and without requiring IT support.

Built-in integrations
CYPHER integrates with the most popular and useful systems including Google Drive, Google Workspace, MS Teams, Microsoft 365, OneDrive, GoTo, PayPal, Authorize.net, Stripe, Go1, Kaltura, and xAPI.

Third-party course integrations
Third-party course catalog integrations for Coursera, Go1, edX, LinkedIn Learning, OpenSesame, and Udemy.

API integration:
API allows users to access information in the CYPHER platform, and perform actions such as creating accounts, enrolling learners, and more.

Zapier
The platform supports Zapier integrations for over 5,000 apps and services to automate processes and workflows.

CYPHER App center
Allows users to customize the platform with over 100 applets for powerful capabilities like creating dashboards, e-commerce and more. Courses made on the platform can be shared with any Learning Management System (LMS) using the LTI standard.

7. What type of security is available?

Security is an important component of every LMS. Because a partner training LMS typically grants access to multiple users from all around the globe, you must ensure your **LMS vendor can provide security measures and support services to provide on-the-spot help when you need it**.

LMS security failures put your learners, organization, and the credibility of your online partner training program at risk, creating negative implications for your corporate brand. Ask what security measures exist to ensure secure access, data, backups, privacy, and more.

Experience peace of mind with CYPHER security

CYPHER provides robust security features to ensure your organization's data is secure. Cloud-based LMS: Our 100% cloud-based LMS uses the Amazon cloud and Microsoft Azure for its infrastructure. It's reliable, secure, and safe for your data. Every part of our architecture is designed for fault-tolerance and resilience.

Security and backup

Every software and hardware component has copies in more than one Amazon data center, with automatic failover in case one of the centers has a problem. We perform automatic, daily backups for disaster recovery, and these backups are stored in multiple locations for extra redundancy.
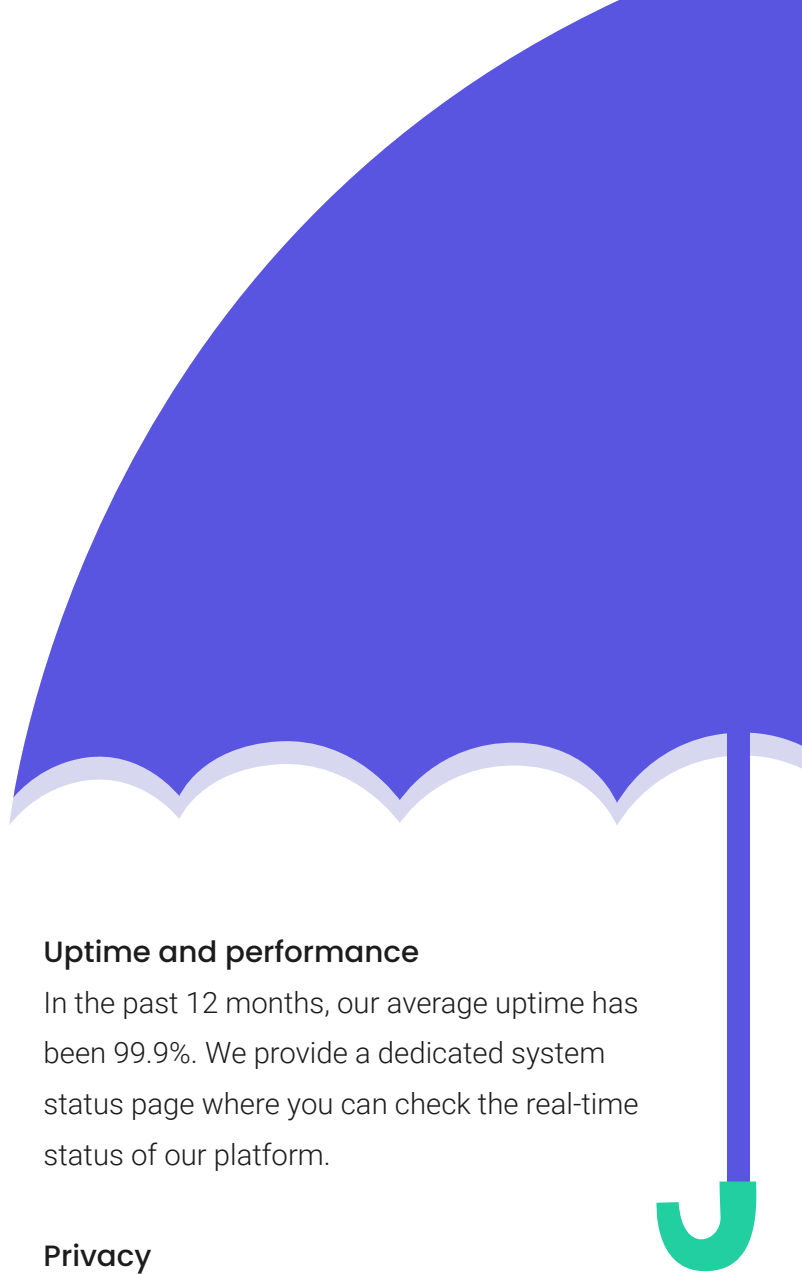
Uptime and performance

In the past 12 months, our average uptime has been 99.9%. We provide a dedicated system status page where you can check the real-time status of our platform.

Privacy

Our platform includes the following security mechanisms to protect its members and their resources: passwords, walled communities, authenticated resource access, secure profiles, secure messaging, communications monitoring, secure e-commerce, secure storage, and secure servers. We protect credentials and data transmissions from detection while in transit in our site through encrypted passwords to ensure our clients' privacy. Our Google Apps, Clever, and custom SSO all use OAUTH 2.0 for secure connections. CYPHER is also GDPR compliant.

Virus scanner

The CYPHER platform automatically runs a virus scan on all file uploads and removes files if a threat is found.

8. Does the LMS include e-commerce features?

The necessity of e-commerce functionality in your LMS depends on whether you plan to offer partner training for free or for a fee. Unless you plan to offer training to your external partners for free, you should ensure that the LMS has e-commerce features, such as a shopping cart, an online payment gateway for credit card payments, etc.

CYPHER's immense e-commerce features:

The **CYPHER platform provides all the e-commerce tools you need to sell online courses**, learning paths, digital media items, and more.

Easy payments
CYPHER integrates with the most popular payment gateways, such as PayPal, PayPal Payments Pro, Stripe, Authorize.net, Flywire, PagSeguro, PayUbiz, PayU Latam, Mercado Pago, Telr, Conekta, and YooMoney. We also offer support for multiple currencies and VAT.

Subscriptions
Create subscription plans consisting of one or more courses and sell them for a monthly or yearly fee. This is a great feature if you have content that is updated on an ongoing basis.

Bundles
Create bundles of courses and/or digital media and sell them as a package. This is useful if you want to sell related courses on a certain topic.

Digital media
Sell digital media such as audio, video, or eBooks directly from the course catalog as any other selling item.

Discount codes and coupons
CYPHER offers support for bulk discounts and flexible digital coupon codes to allow flexibility in selling.

Reviews
Increase course selling by encouraging users to leave reviews for courses. Reviews are visible on course overview pages.

9. Will we require help from IT or an army of programmers to implement and manage the LMS?
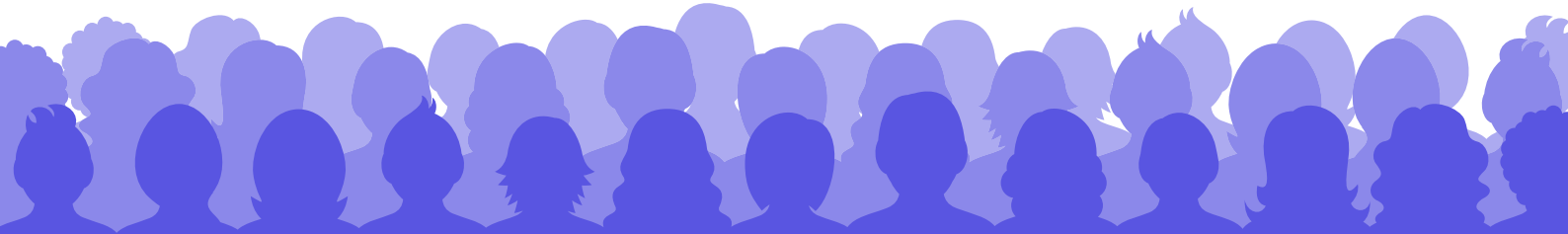
With the increasing demand for partner training, certain LMS vendors offer intuitive features that **require little or no support from an IT team or programmers to set up and manage**. This is important because many companies lack specialized personnel and resources to successfully implement and maintain a partner training LMS platform. Intuitive features allow you to save time and resources.

CYPHER's intuitive user interface is gorgeous and easy to use. Our human-centric approach focuses on clarity over complexity, so users find everything they want exactly when and where they expect. This decreases the need for administrative support and ensures positive learning experiences.

CYPHER Learning is a highly advanced and **user-friendly platform that is designed to offer a seamless and hassle-free learning experience**.

Unlike traditional LMSs, the CYPHER platform doesn't require constant hand holding with the IT team or an excessive amount of programming resources to implement, manage, and maintain the system or launch new services.

CYPHER Agent lets you easily create, manage, and deploy online courses without the need for any technical expertise or programming skills. This means that you can focus on delivering high-quality content to your learners, without ever worrying or feeling frustrated about the technical intricacies of the platform.

Implementing and managing the CYPHER platform is intuitive and requires little· to no IT help to deliver exceptional learning experiences.

10. What support services does the LMS offer?

It's impossible to foresee all possible data migration issues or authentication errors that may come with an LMS. Ensure you understand the types, frequency, and language coverage of support provided by the LMS options you're considering.

Key elements to consider:

Availability of support

Is there a support team available 24/7 to assist with any issues, or is support limited to work hours? Problems can arise at any time, so ensure robust support is offered.

Support languages

In what languages does the LMS provide support? For a global partner network, ensure the necessary languages are covered.

Types of support

What support avenues does the LMS company offer? Potential avenues include: phone support, support forums, training services, email support, video tutorials, data migration support, community support, and more.

CYPHER offers 24/7 support via CYPHER Care

CYPHER Care offers **24/7 support** and a **dedicated customer success manager** to help companies extract the maximum value from their technology and foster skills development.

CYPHER Solution Architects assist in overcoming learning challenges, both simple and complex, by identifying opportunities for improvement.

We offer a variety of support and services, including:

Help center

Although our system is very intuitive and user friendly, we ensure customers receive help they need, when they need it. Our comprehensive help center includes topics organized by account type, one-click access to our support forum, product news forum, suggestions area, how to demos, getting started guides, and features roadmap.

Support forum

CYPHER provides 24/7 support via our electronic forum and phone support for emergencies.

Training

We deliver on-site training or we can set up online training, depending on your company's needs. All of our instructors are experts with our platform and provide customized training. We also do workshops, webinars, and we can provide certifications for your team.

Implementation

CYPHER can help with every aspect of implementation, such as setting up your portal, creating accounts, setting up classes, configuring your custom URL, integrating with your email and authentication systems, and more, so you can start teaching and learning online in no time.

Migration

We can assist with migrating your existing content to our platform, including the creation of custom migration tools. CYPHER has instructional design experts that are equipped to handle large migrations easily.

Customization

We can help you customize your portal to give it a personalized look that matches your institution's identity. We can create a custom color scheme, prepare your logo for embedding, add attractive images to your visitor portal, add custom CSS and HTML, and more.

More on CYPHER Learning

Choosing the right LMS is imperative for extended enterprise learning success. To learn more about how using CYPHER Learning can save you time and resources while implementing a successful partner training program, visit our website.

cypherlearning.com