CYPHER Learning

Why **training partners** with CYPHER is the right choice

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The challenges of training partners

For many companies, partners, such as resellers, are a key aspect of their overall business strategy and success. At the same time, there's a disproportionate focus on employee training, so much so that offering the same learning opportunities to partners often tends to be on the back burner.

However, since resellers often interact directly with clients and promote your product or service, their lack of knowledge also hurts your bottom line. Partner training, especially if done in-person or with unsuitable digital tools, is riddled with challenges such as:

Misaligned business objectives

Even if you and your resellers have the same end goals, it's more difficult for them to hit their targets without proper product and process training.

Misinformation

If resellers can't access the latest information, they will use obsolete materials to sell or promote your products.

Reaching remote partners

In the current climate, the logistics of in-person training makes it hard to get your message across to your national or global partners.

High cost of training

It's expensive to organize in-person training for resellers from different locations. For many companies, the return on investment can be minimal.

Insufficient training

The high costs of training could mean that partners only get a few days of training per year at best, which often doesn't improve their results.

Lack of partner engagement

The one and done approach to training can leave resellers feeling less motivated to work with your company and promote your brand.

Training disorganization

As your partner network grows, so does the work that it takes to organize training for your partners.

Risk of losing clients

The way your company handles partners tells a lot about the company itself. If resellers don't have the best resources, you run the risk of losing many potential clients.

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Why CYPHER is the perfect solution for partner training

CYPHER offers a complete training solution that covers employee training and extended enterprise. As a result, there's no need to go to a separate platform, which in turn has many benefits for training resellers:

Scale training

With CYPHER, you can offer training to partners around the world. If the reseller network grows, more learners can be easily added to the platform.

Create any type of training

Product, soft skills, skill development, you name it. The training can be standard for everyone or customized to fit the needs of different resellers.

Certification management

Create your own online Reseller Academy to ensure that all resellers get certified before they begin their activity.

Easily adopted by everyone

The platform is intuitive and easy to set up, ensuring that partners will be on board from the beginning, no matter where they are located.

Administer from one place

Administer employee and partner training from a single account, making sure that each reseller gets the training they need and the same amount of support from you.

Track training performance

Advanced analytics and progress tracking allow you to instantly see areas where the content or the learners need improvement.

Effective communication

Learning platform communication tools helps you create a learning community and avoid any misinformation that may happen often between you and your partners.

Multi-language solution

CYPHER offers support for more than 50 languages, including RTL ones. The platform automatically translates messages and forum postings between users that speak different languages, so you can easily connect with resellers from all around the world.

Boost your revenue

More reseller training means more increased productivity, which leads to more sales. Resellers can also buy your courses which translates to more revenue for your business.

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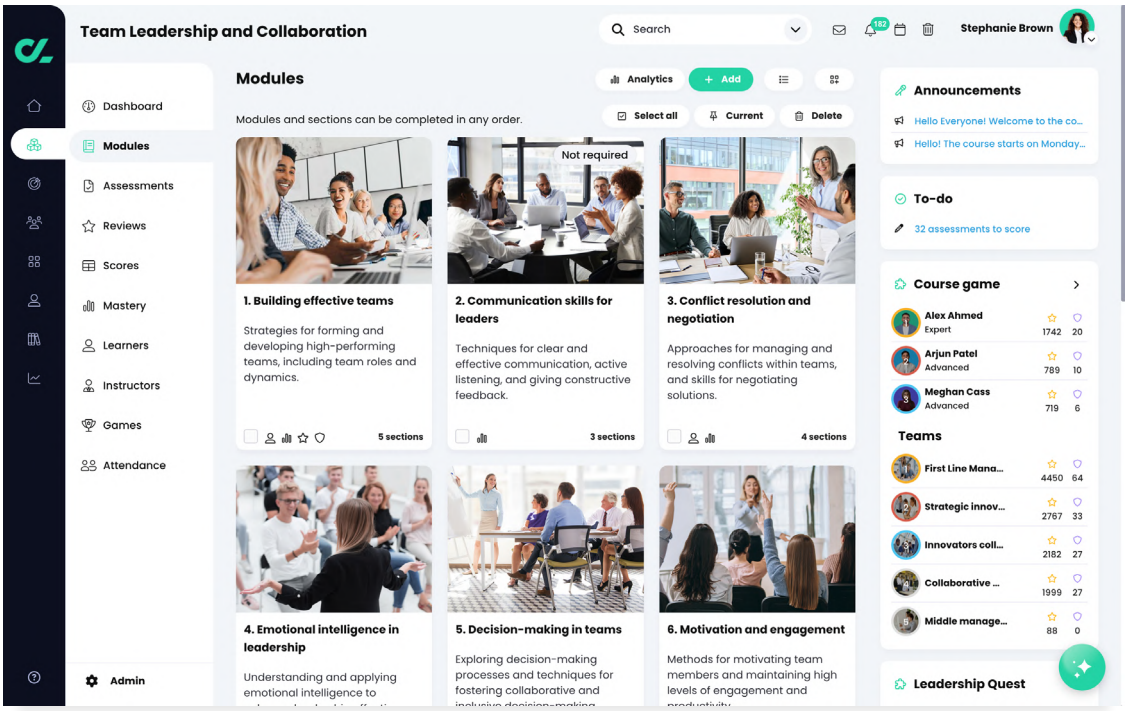
CYPHER features for partner training

CYPHER has many features created especially for partner training, including compliance for certification and organizations.

Create courses

Turn your proprietary IP – videos, PDFs, slides – into complete, market-ready courses in minutes with **CYPHER Agent**. Add your resources to the secure knowledge base and let the Agent build a structured course based on your material. Go from concept to commercially ready course in minutes, no third-party authoring tools required.



CYPHER Agent enables organizations to support learners beyond courses too. Learners can use the Agent to create context-aware, personalized learning, coaching, and practice sessions in the moment of need.

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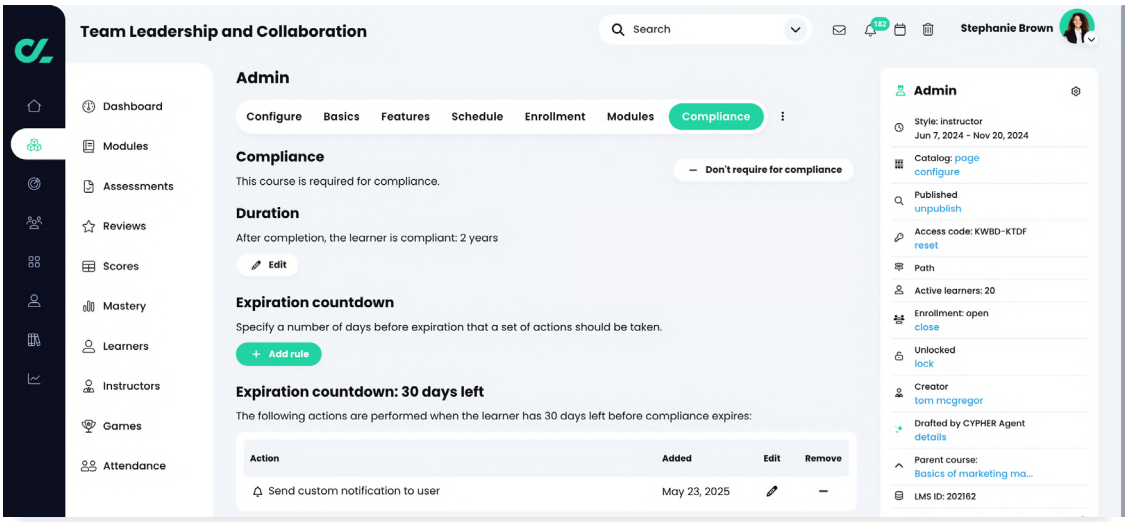
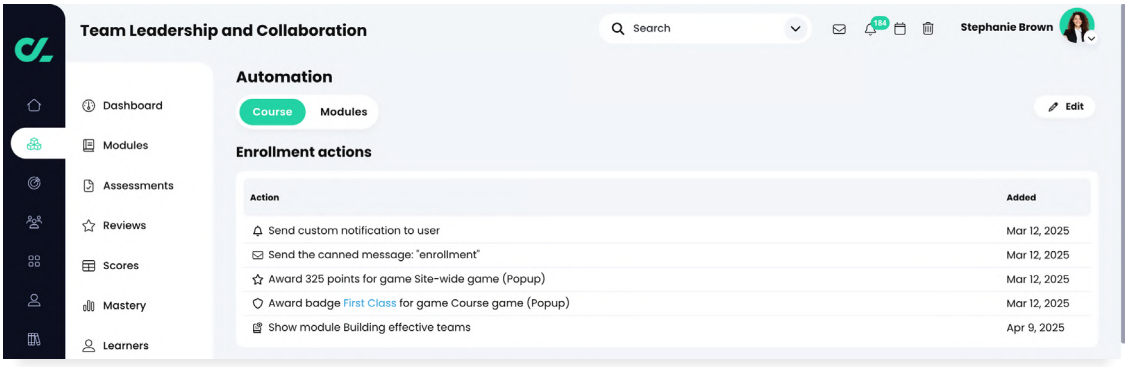
Compliance

Create effective certification programs with the help of compliance. The platform also helps you set up activities that will be completed automatically. All you have to do is choose the courses required for certification and the length of the compliance period. CYPHER will automatically notify resellers that they need to renew their certification.



Automation

Automate workflows so all partner training can function with minimal to no intervention needed on your side. For instance, companies can set an entire onboarding flow for resellers. They'll be automatically enrolled in introductory courses, added to onboarding groups and receive certificates of completion, among many other actions.



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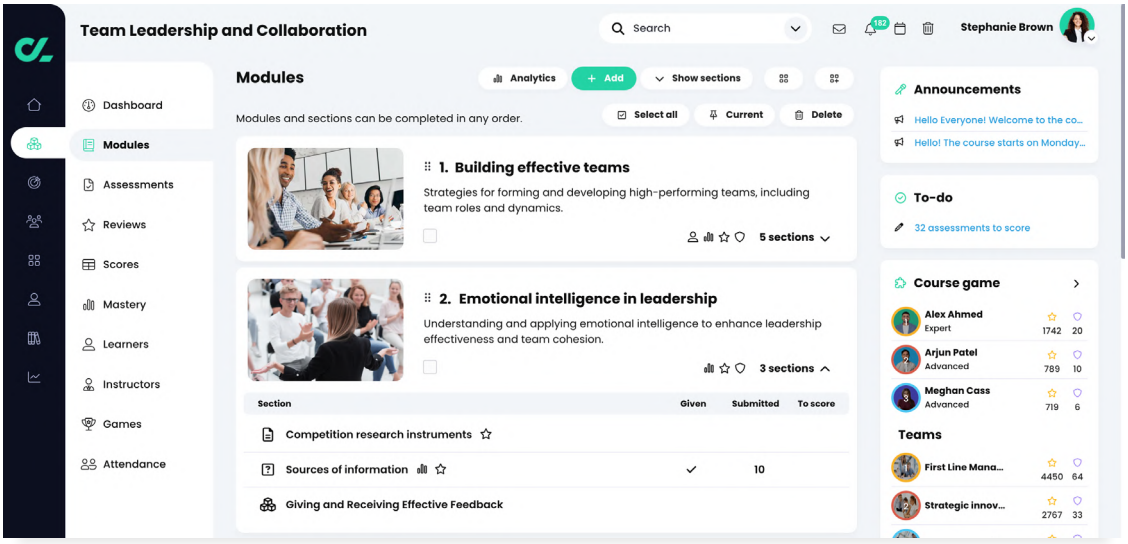
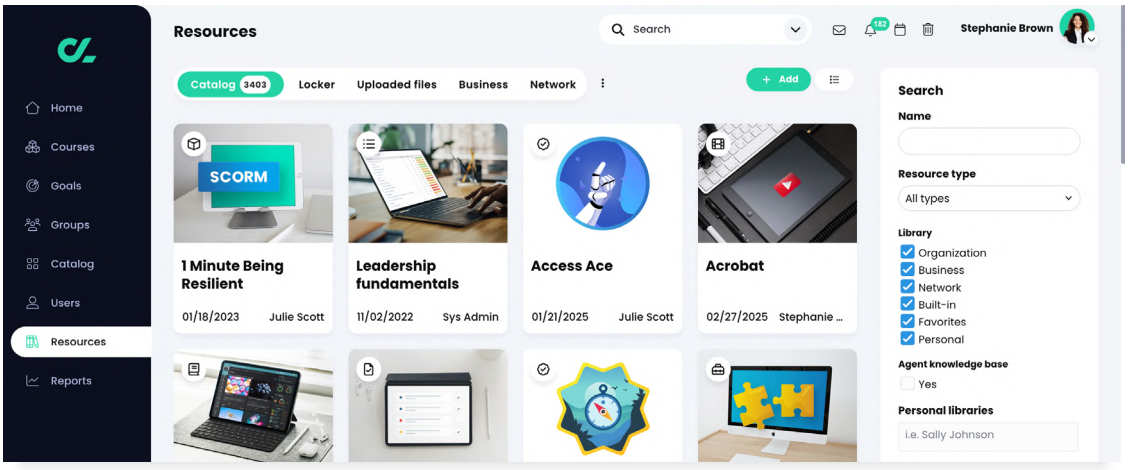
Learning paths

Learning paths help you create the perfect sequence of courses so resellers can master the most important skills. A learning path contains multiple learning materials related to the same topic, such as Sales or Business Processes so they'll be challenged to learn more.



Resources

Offering quality learning resources is one of the best ways to support your partners. Store, manage, and share any type of resource across the entire platform. Use resources such as certificates, course templates, files and competencies to enrich your course content. You can place a resource in your private library or the library shared by everyone in your reseller network.



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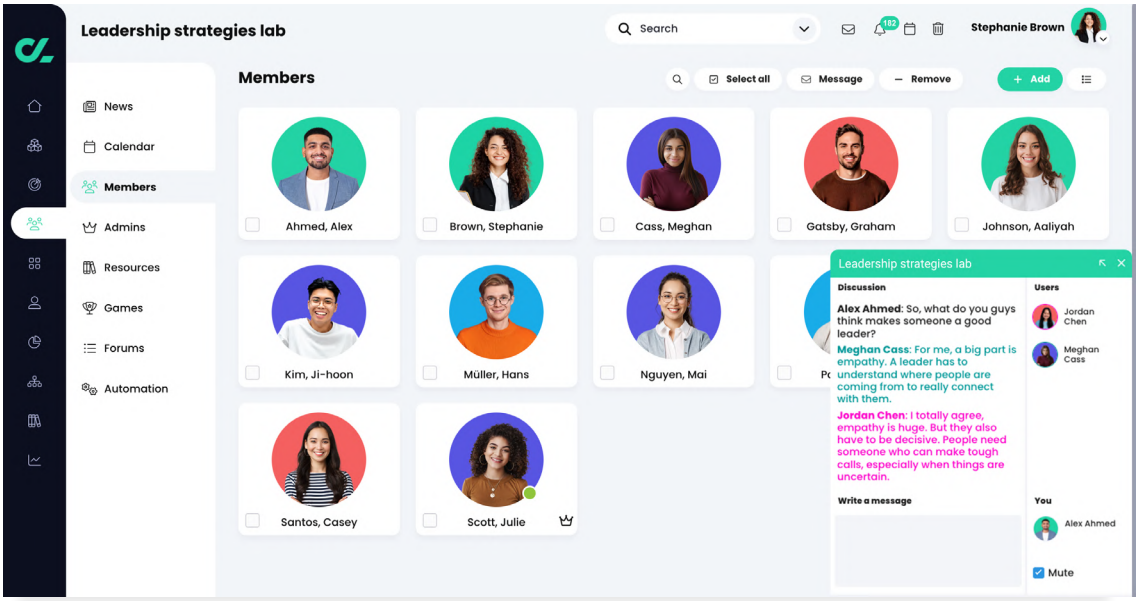
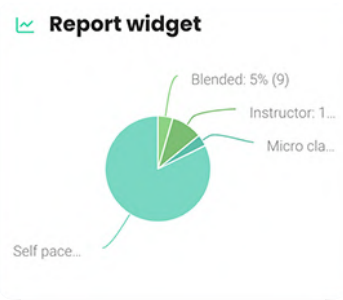
Communication

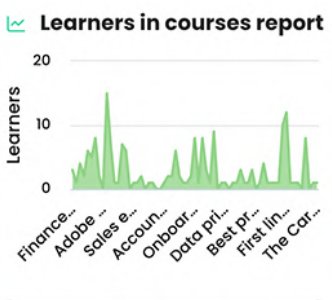
Effective communication is a game-changer for businesses and their resellers. Resellers can simply check the newsfeed and announcements sections, so they'll be able to keep up with company news at all times. For a boost in transparency and collaboration, use chat, built-in messaging, groups, and forums, among other tools.

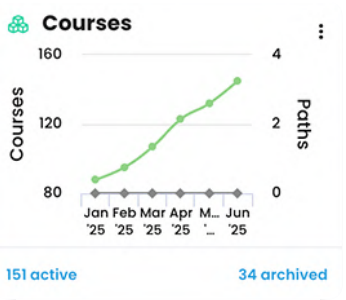


Analytics

Get instant analytics on learner progress and identify where resellers might need some extra help with their training. Moreover, the advanced reporting feature allows you to instantly generate reports on reseller courses, learners, certificates, compliance, and much more. Additionally, custom reports allow you to select the relevant data and generate much more advanced insights.







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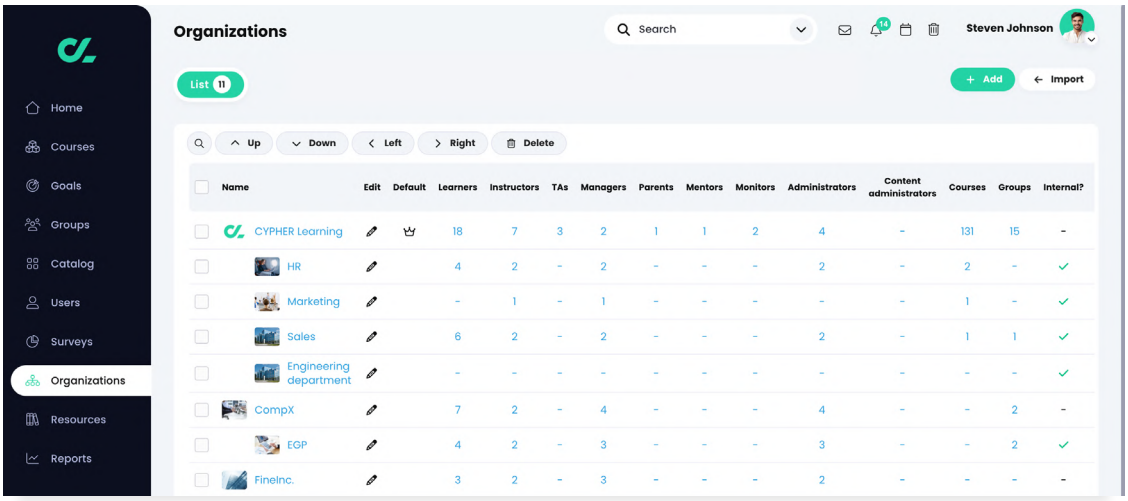
Organizations

CYPHER allows you to create organizations representing different departments. In this way, you can separate employee and reseller learners since they don't have the same training. Moreover, if you're working with many different reseller companies, assign a separate organization to each of them, which allows you to filter the content and options accessible for each group.



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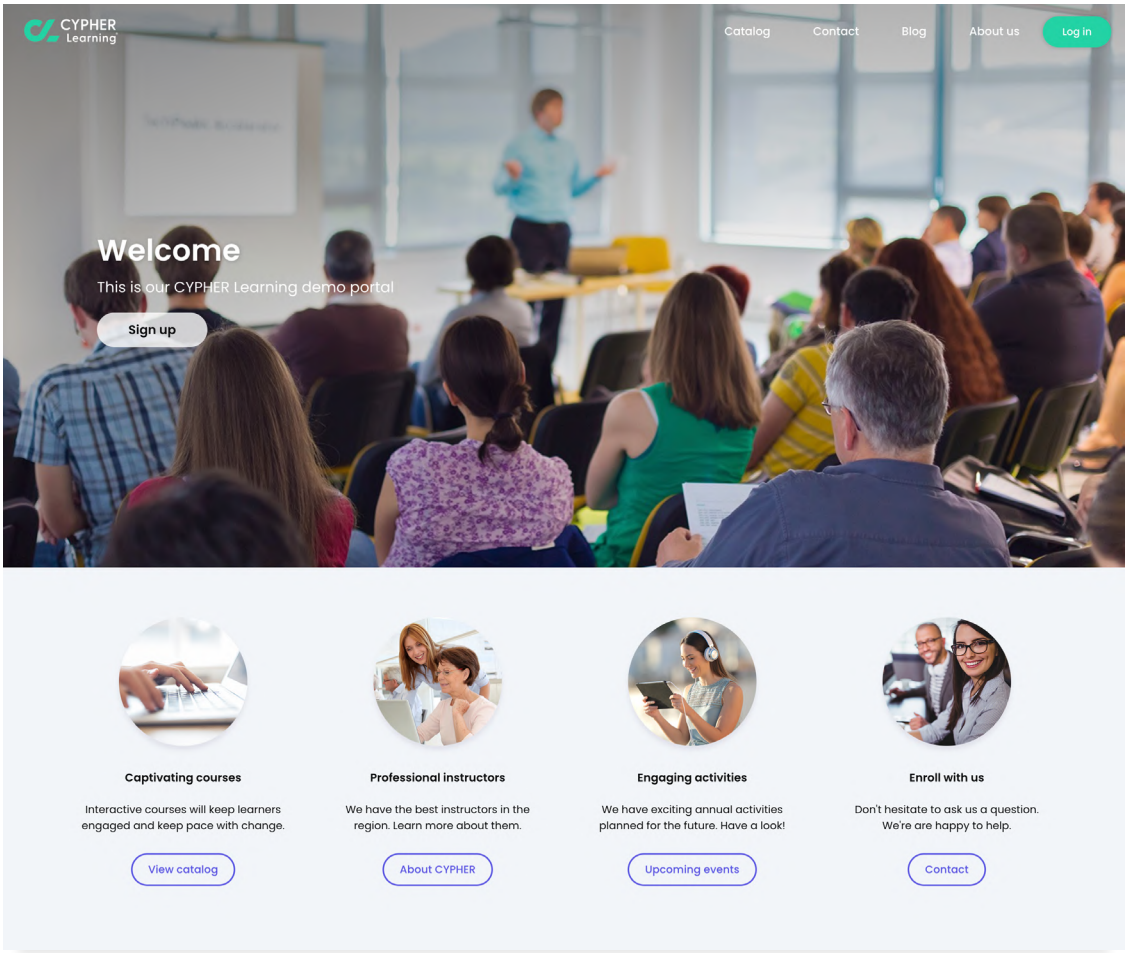
Branded portals

CYPHER can be matched to your company's brand by adding a personalized logo, URL, color scheme, terminology, and more. Additionally, each partner can have their own portal. For example, a US-based reseller's portal can display different banners, custom dashboards and have a different look and feel compared to a reseller portal in the EU.



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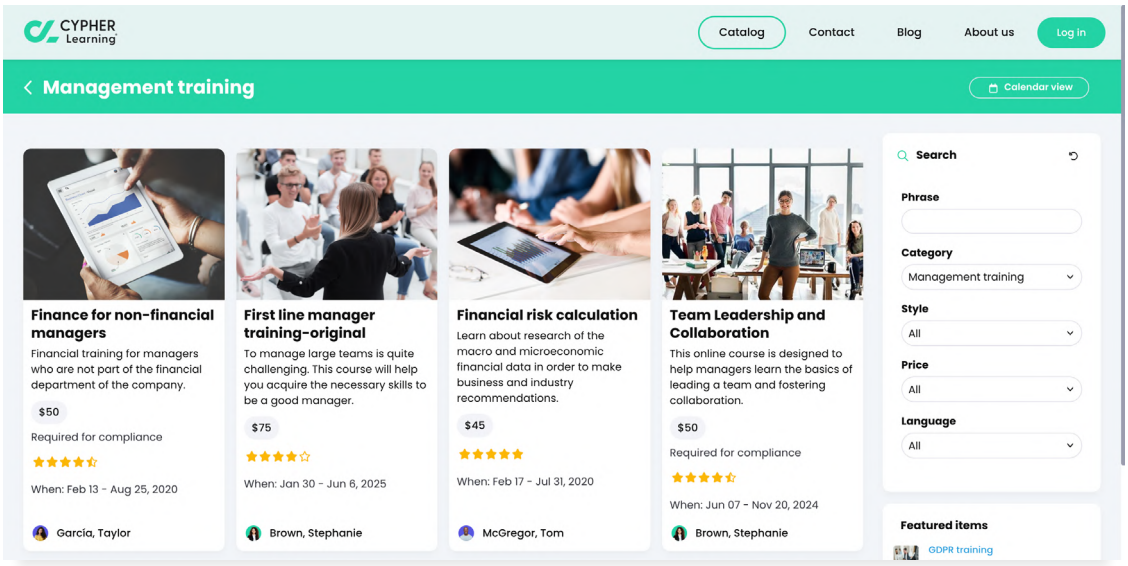
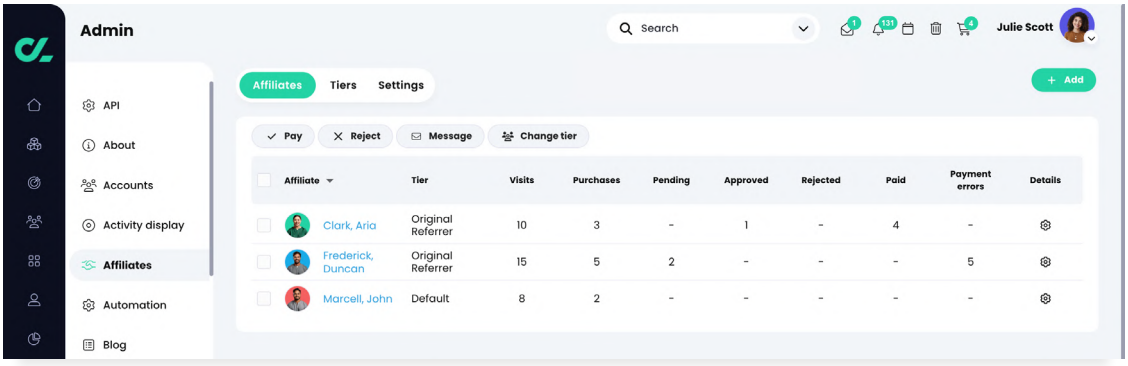
E-commerce

Depending on your business model, you can also sell courses to your resellers. CYPHER platform offers all the e-commerce tools you need to sell online courses, learning paths, digital media items, and more. For instance, partners can purchase bundles of courses or subscriptions and easily choose what they need from the course catalog. Payments, taxes, discounts, and renewals – all handled.



Affiliate marketing

Partners can earn commissions by advertising your courses via their unique affiliate referral link. You can set affiliate commissions, receive notifications when customers purchase orders via an affiliate link, pay out affiliates using PayPal, and run reports on affiliates.



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About CYPHER Learning

CYPHER Learning is the AI-native platform built to power modern training operations. Organizations use CYPHER to rapidly create, manage, and scale commercial-grade training across employees, partners, customers, agents, franchises, and members.

By combining AI-powered content creation, orchestration, and personalization in one integrated platform, CYPHER helps organizations move faster and achieve stronger business outcomes.

To learn more about CYPHER Learning and our modern learning platform, visit us at

www.cypherlearning.com

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