



At a Glance Sales Guide

Solutions Summary and Proof Points

ACME Platform

Content Management & eLearning In A Single Platform

Industry’s only cloud-based solution that combines next-gen content management and eLearning functionality into a single solution.

- Gain enterprise-wide visibility in an instant, with cloud-delivered views
- Ensure your entire organization has the desired level of expertise
- Auto-provision and assign coursework with one-click

Top 4 Use Cases

Use case 1 <ul style="list-style-type: none">• List use case and benefit• List use case and benefit• List use case and benefit	Use case 2 <ul style="list-style-type: none">• List use case and benefit• List use case and benefit• List use case and benefit
Use case 3 <ul style="list-style-type: none">• List use case and benefit• List use case and benefit• List use case and benefit	Use case 4 <ul style="list-style-type: none">• List use case and benefit• List use case and benefit• List use case and benefit

Competitive overview

FEATURES	Competitor	Competitor	Competitor	Competitor	ACME
FEATURE 1	No	No	Yes	Yes	Yes
FEATURE 2	No	No	Yes	Partial	Yes
FEATURE 3	No	No	Partial	Partial	Yes
FEATURE 4	Yes	Yes	Partial	No	Yes
FEATURE 5	Yes	Yes	No	Yes	Yes
FEATURE 6	No	No	No	No	Yes
FEATURE 7	No	No	Yes	No	Yes

Top 4 Reasons Customer Choose ACME

Better Visibility	<ul style="list-style-type: none">• List value statement• List value statement 2
Efficiency Gained	<ul style="list-style-type: none">• List value statement• List value statement 2
Productivity	<ul style="list-style-type: none">• List value statement• List value statement 2
Ease of Deployment	<ul style="list-style-type: none">• List value statement• List value statement 2

Market Landscape and Challenges

ACME Platform

Reality of current market visibility

- LMS market is ever-changing: new applications – making it hard to gain visibility
- Multiple methods to address workforce enablement.

Content Management & LMS systems today falls short

Separate tools do not address the full spectrum of issues in today's workforce enablement challenges.

- Workforce onboarding retention rates as low as 25%
- 67% of content goes unused by workforce

Qualifying Questions

Scenario: After deploying ACME, one of our customers found 15 different tools they were totally unaware of...

Question: How many different applications does your organization have the team should be using?

Scenario: Using ACME a customer was able to shorten onboarding from 3 months to 1 month

Question: What do your onboarding timeframes look like by team?

Qualifying Questions

Scenario: A customer noticed their team was generating a lot of case studies that were not being used.

Question: How do you ensure your sales team has the most recent materials and knows when to use them?

Scenario: Non-technical HR staff used reports from ACME to identify areas for continuing education.

Question: How does your staff monitor staff knowledge?

Objection Handling

Scenario: We already have strong process with Google Drive & manual training.

Response: ACME customers see a 30% reduction in onboarding time & 20% improvement in sales velocity. Would you like to see a case study?

Scenario: I already have LMS and do not need another agent.

Response: Our LMS functionality is preferred 9 to 1 in a blind comparison study performed by Analyst

Objection Handling

Scenario: We are already evaluating several other vendors.

Response: ACME has the only platform that delivers a unified CMS & LMS system with a full money back guarantee.

Scenario: We don't have budget right now

Response: If I were to show you how ACME has an average of 3x ROI would you be willing to introduce me to the budgetary decision maker?