

12 Benefits of eLearning

With busy schedules and working remotely, it can be difficult to keep up with necessary training.

eLearning provides an easy solution as it is easily accessible from any device, available on-demand, and can be tailored to meet individual needs.

According to CSO Insights, the average time to ramp up a new sales rep has doubled from 6 months to 12 months.

Research from cognitive science expert Art Kohn shows that humans forget 50% of new information they encounter within an hour and an average of 70 percent within 24 hours.

According to the book, "Topgrading for Sales," the average cost of a failed ramp-up is six times the base salary for a salesperson. You must be wondering, "How can I quickly, conveniently, and inexpensively get my recruiters and sales reps to hit quota?"

Whether you're looking at onboarding new team members or providing continuing education solutions, these unique advantages of eLearning will help equip your reps with the knowledge they need to succeed in their roles.



01 Return on Investment

A study by Deloitte found that online training programs lead to a 218% higher revenue per employee.

02 Scalability

Asynchronous learning occurs at any time, any place for an infinite number of concurrent learners. Quickly and easily train employees on new products, services, policies, and concepts.

03 Video Drives Knowledge Retention

Psychology Today reports that the human brain processes video 60,000 times faster than it does written text.

04 Accelerate Learning Adoption

IBM discovered that online training enables learners to learn five times more material for every hour of training.

05 Standardization & Continuity

All learners are given the same high-quality training, ensuring uniformity of messaging and setting clear benchmarks for exemplary performance.

06 Cost Effectiveness

Online training reduces travel costs and time out of the field, allowing your team to stay focused on their goals.

07 Share Tribal Knowledge

Online training supports and enables peer-to-peer learning. Studies show millennials prefer to learn from their peers, not their superiors.

08 Real-Time Data-Driven Insights

Course quizzes, certifications, and simulated activities provide valuable insights into which

skills lead to the best outcomes for your team. This data-driven visibility helps hone in on training efforts for maximum results.

09 Gamification Improves Sales Results

Aberdeen Group revealed that 31% more first-year reps achieved quota when supported with game mechanics than those without them.

10 Employee Morale and Satisfaction

According to an ILX Group survey, 51% of HR decision makers said that online learning has a direct effect on boosting employee morale, satisfaction, and retention.

11 Improved Learner Retention

Greatly improve learner retention by making content easier to access, engaging, and entertaining. eLearning expands beyond the traditional classroom setting and allows learners to take ownership over their education process. eLearning's incorporation of multimedia to facilitate learning more effectively is a key factor in helping learners retain what they have learned.

12 Mobile Learning

Research from Fast Company showed that 25% of smartphone users between the ages of 11 and 44 can't remember the last time their phone wasn't next to them. Need I say more? eLearning fits into active lifestyles, giving your team access to materials online and on-the-go.

Start Learning Today

At Menemsha Group, we offer a variety of sales and recruiting courses that are designed to create repeatable, scalable behaviors. Book a demo to see if our training programs are right for your team.

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