Product eLearning for sales teams

Fringe Learning

Interactive modules that turn what your experts know into what your salespeople need, ready for your LMS

Where product knowledge gets stuck



Everything happens live

Good training, but your experts repeat it for every launch and every new person. Everyone else waits for the next session.



Online, and nobody opens it

Plenty of content, and few people open it. A recorded webinar was not made to learn from on a screen.

What good product eLearning brings



It scales

Built once, ready the next day for ten or a thousand salespeople, in their language. Updated in one place.



Designed for online

Short and interactive, with practice. Not the recording of a live session.

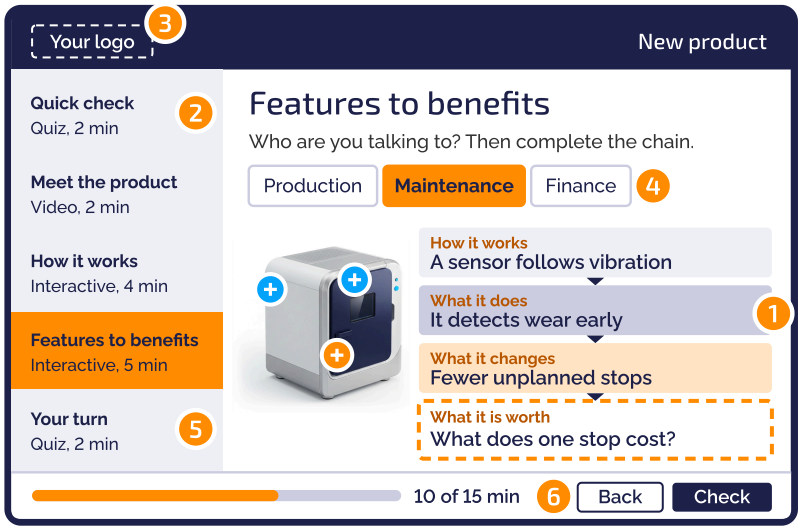


Relevant

Built around what salespeople need in front of customers, and checked by your expert.

It frees your experts from repeating the basics. Their time goes where their expertise counts most: the next product, customer projects, deeper sessions with the team. And each launch reaches customers sooner.

What it looks like



1. **Built for sales**
   From the feature to what it is worth.
2. **Skip what you know**
   Experienced learners jump to what is new.
3. **Your brand**
   Your logo, colours and style.
4. **Interactive**
   Learners choose, try and decide.
5. **Practice**
   Customer questions, with feedback.
6. **Short and tracked**
   15 minutes, on your LMS.

Going further

Once the base is in place, the next step can be tools to explore, calculate and practise, some of them powered by AI. Try the generic demos.



3D model

Explore what happens inside the machine.

Try it ›



Business simulation

Calculate what it is worth to the customer.

Try it ›



AI role play

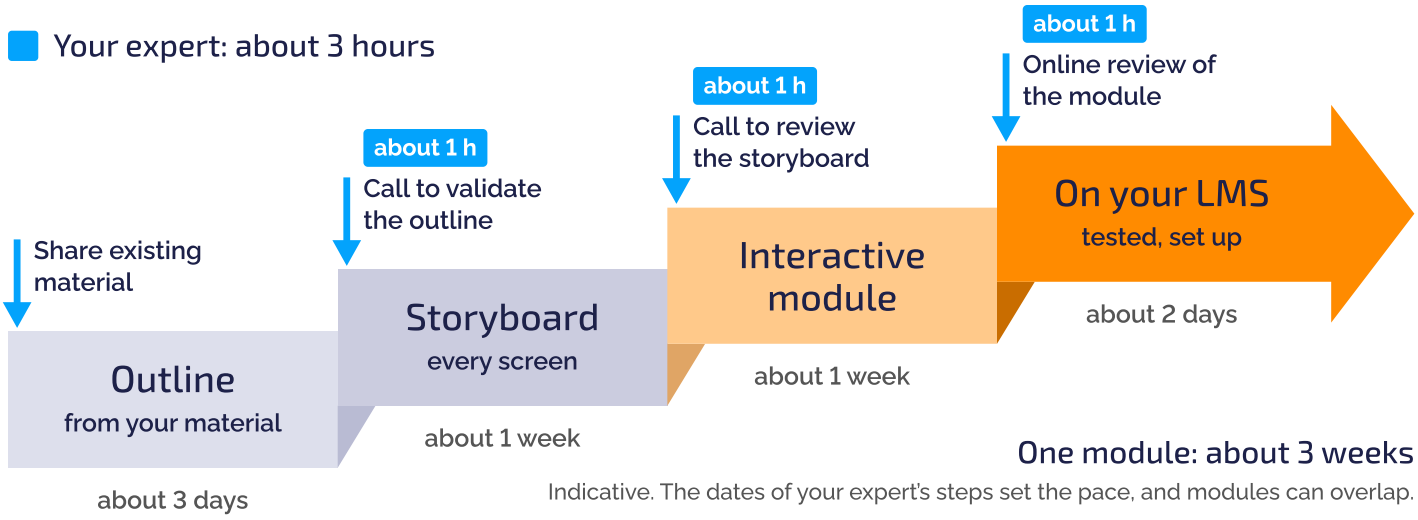
Practise the conversation with an AI customer.

Try it ›

An expert-friendly process

Your experts react to a draft and never start from a blank page. The discussion is engineer to engineer.

Your expert: about 3 hours



One module: about 3 weeks

Indicative. The dates of your expert's steps set the pace, and modules can overlap.

For your experts

Drafts prepared from your material, two calls, and comments on the module in an online review tool.

For salespeople

Modules to come back to before a customer visit, and to skip where they already know the subject.

For HR and L&D

SCORM modules for any LMS, assigned by team or role, with completion and scores recorded.

One module can be all you need. It can also be the first step of a learning path.

Getting started, and growing from there

Start



A first call to choose the product and gather your material. Then one module, often on a new product or the one everyone has to know.

Extend



More modules, on the range, the technology, the market or services. And more activities where practice is needed.

Learning path



Modules, classroom and field time combined by role, for onboarding or an initiative, with certification if needed.

Embed



Help to get it used, where you need it: launch communication, links with your classroom training, updates when products change.

Fringe Learning

info@fringe-learning.com
fringe-learning.com

Making complex products easier to sell

Training and practice for the sales teams of industrial and technology companies. Engineering, sales and learning design come together to turn what your experts know into what your salespeople need in front of customers.

Product training

eLearning, videos and simulators, from features to benefits

Value selling

Workshops on your products, your customers and live opportunities

AI for sales

From saving time to winning more, with the tools you have