

Case Study: Replacing a Cumbersome LMS with a Sales Enablement Platform that Sellers Embraced

Client Overview

- Multi-market media organization with 400+ local sellers across 20+ markets (DMAs)
- Revenue teams selling across numerous products, platforms and services
- **Utilized Brainshark (now BigTinCan) for training delivery**
- Leadership desired a cleaner, easier to navigate platform that sellers would use

The Challenge

Existing solution had become increasingly difficult to manage and worse, even more difficult to keep sellers engaged. The Platform did not reflect the organization's culture nor promise to employees.

- **Low engagement** beyond assigned training
- **Platform felt like a requirement** instead of a company advantage
- **Platform navigation is difficult for end users**, requiring too much search time to reap the benefits
- **Difficult to keep content organized and scale** without heavy administrative burden
- **Reporting and assignment tools complex** and hard to master quickly
- **Expensive platform** for the value and limitations

The Solution

Fully branded, straightforward, single sign-on platform built to support end users as the organization's single source of sales truth, go-to-market strategies, product knowledge, and seller resources.

- **Modern, intuitive experience** designed around seller adoption
- **Mobile-friendly** access for sellers anytime, anywhere
- **Automated dashboards** with detailed usage and completion reporting
- **Straightforward content administration** with scalable permissions across multiple markets
- **Easy to create** certification and learning paths
- **Reinforcement tools (gamification, call outs)** to keep learning active beyond onboarding

The Impact

Simplification of their sales onboarding, training and enablement made it easier for every seller to know what to do, where to find it, and how to win.

- **Higher adoption** and ongoing engagement
- **Shortened time between first day and first sale** through easier and faster onboarding
- **Shortened sales cycle** with higher seller retention of content and easier access to sales resources
- **Positive company differentiator** and retention tool
- **Improved visibility for leaders** into sales skillsets and product knowledge gaps, business intelligence to act upon

The Takeaway

This was a strategic shift to solve a business problem. Their previous platform delivered training but fell short on adoption, usability and day-to-day value. By focusing on solving these "quality of life" issues, the organization turned sales training from an occasional event into a resource that supports sellers throughout their careers.

"... Finally, I wanted to commend the JDA team. This is far advanced over the provider we had previously. The simple structure you helped us define has made it incredibly easy for our sellers to find what they need to win." – Director of Digital Sales