SEISMIC | Lessonly

Lessonly + Seismic

Eliminate the barriers between formal and just-in-time training by combining best-in-class sales readiness and sales enablement solutions.

The challenge

Go-to-market teams are moving increasingly fast. To keep up with the pace of change, sales enablement and its peer functions strive to aid sales with formal training, supporting assets, and additional on-the-job guidance (ie. playbooks).

However, these efforts are often siloed between classroom-style learning and in-the-moment guidance. The result? Productivity suffers. Sellers spend too much time looking for information and working across disparate sources. Meanwhile, enablers and sales leaders lack clarity on what activities are driving desired outcomes.

63%

of sales reps fail to achieve quota due to improper training or the inability to find and use relevant content.

SiriusDecisions

What if...

Training and relevant content could find sellers in their critical moment of need without searching across multiple platforms

Content creators can spend less time creating duplicative content by combining "what to know" with "what to say and show"

Sales enablement could correlate investment in training to content usage and sales KPIs

The solution

Lessonly can now be deeply integrated into Seismic's sales enablement platform— creating a more intuitive, seamless enablement experience. Customer-facing teams have access to a single source of truth for all training, content, and news. Meanwhile, enablers and sales leaders will gain better visibility into how training efforts impact everything from content adoption, to win rates, to average selling price.
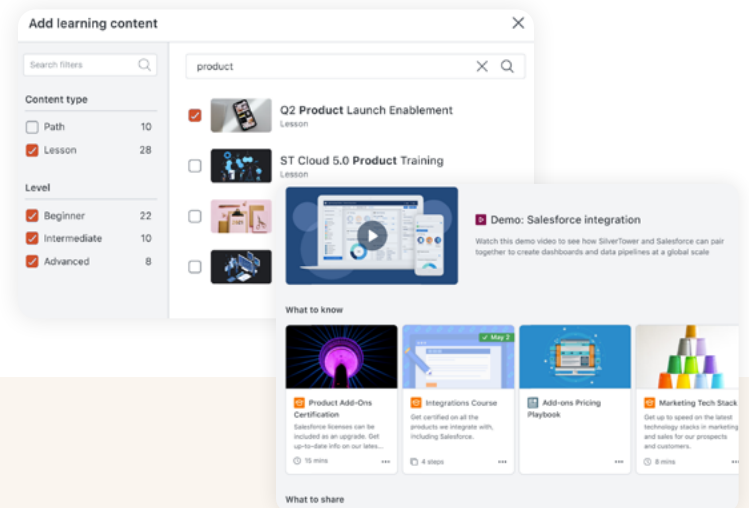
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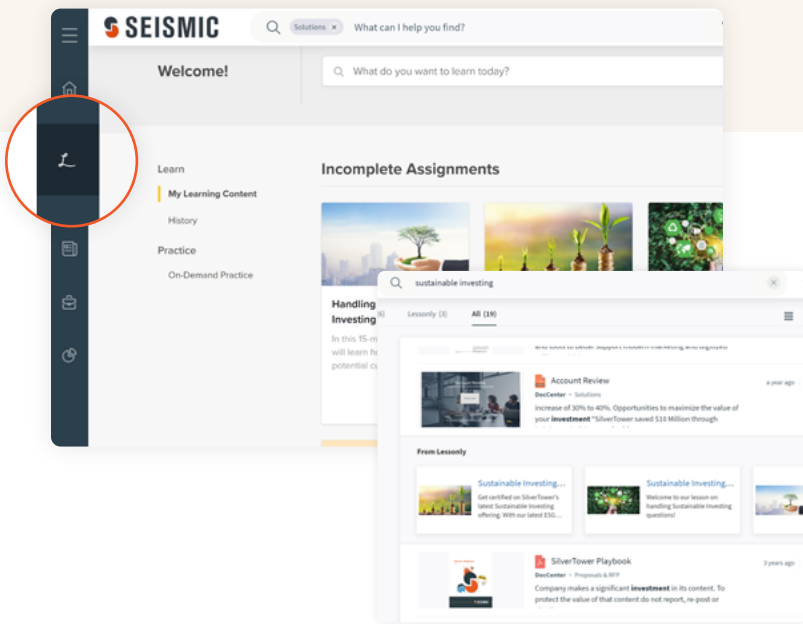
Unified user interface

Learners can access the full Lessonly experience from the top level navigation menu within Seismic. Lessons appear alongside content in the Seismic search results.

Associate training & content

Accelerate just-in-time training by serving up lessons right alongside sales content, playbooks, and pitch decks.

Consolidated insights

By unlocking three new dashboards, teams can measure how sellers are engaging with Seismic content and Lessonly training modules in one place – meaning increased visibility into how training and marketing content impact revenue.

The results

After integrating Seismic and Lessonly, Deluxe saw:

126%
increase in Seismic **adoption**

99.5%
of sellers felt **more prepared** to sell in a virtual environment

> Our users can search for Lessonly training content right within Seismic... we've also **integrated training content** within communication posts, sales playbooks, and toolkits—which all use Seismic—to **increase adoption and results.**"

Megan Friedrich
Senior Sales Manager, Deluxe

Learn more at **www.seismic.com** →

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