



When Learning Sells

Turn Every Training
Touchpoint into a Revenue
Opportunity

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Meet our Speakers



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Engagement & Training
that drives revenue



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Driving the future of
LMS platforms that turn
learning into revenue

Today's Agenda

1

Incentivised Learning

Gamification & reward-based engagement tactics

2

Incentive Strategy

Reframing training as a revenue strategy

3

Strategic Takeaways

Building loyalty and long-term customer value

4

Proven Wins

Learning from success stories

Incentivized Learning

Incentivized learning is a strategic approach to driving learner engagement, performance, and retention by aligning training activities with tangible rewards and measurable outcomes.



Behavioral
Activation



Value-Based
Rewards



Gamified
Experiences



Performance-
Linked Outcomes



The Need for Incentivized Learning in Customer Education



The Role of LMS in supporting Incentivized Learning

A modern LMS serves as the backbone for incentivized learning by combining automation, personalization, and behavioral intelligence.



Integrated
Reward
Frameworks



Personalized
Learning
Journeys



Automated
Incentive
Triggers



Social
Recognition
Features



Real-Time
Progress
Dashboards

Legacy LMS vs. Modern LMS

| Aspect | Legacy | Modern |
|-----------------------|-----------------------|----------------|
| Engagement Strategy | Static | Gamified |
| Learning Paths | Reactive, slow | Adaptive, fast |
| User Motivation Focus | Compliance | Value-Driven |
| | Efficiency, stability | Innovation |



Revolutionizing Customer Education: From Cost Center to Revenue Engine

A strategic framework for LMS providers to transform customer training into a powerful business growth driver.



Gamification: Behavioral Economics in Action



Psychological Drivers

Leverage autonomy, mastery, and purpose through strategic motivational design rather than check-box learning.



Reward Mechanics

Implement coin economies, levels, and tangible rewards that provide instantaneous feedback and drive specific behaviors.



Proven Results

Watts Water case study: Gamified training with strategic rewards generated over \$600M in new revenue from better-trained channel partners.



Reframing Training as a Revenue Strategy

From Cost Center to Growth Engine

LMS providers must reposition their product as a business solution that drives product knowledge, confidence, and advocacy—ultimately generating sales.

Training touchpoints become micro-moments of influence that can:

- The LMS is a marketing funnel – registrations
- Promote upsell/cross-sell opportunities
- Drive deeper product adoption
- Support retention and expansion

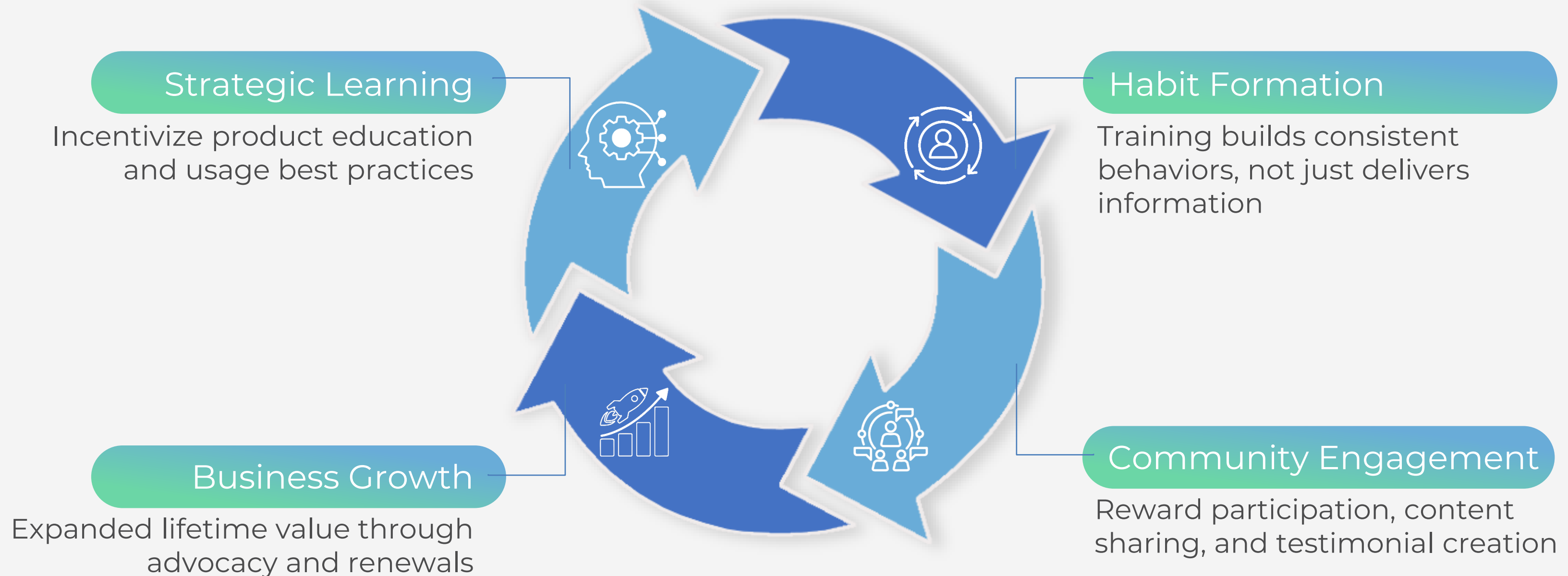
Beyond SaaS

Manufacturing, retail, and telecom industries—with their complex products and channel reliance—are perfect candidates for this strategic approach.



Building Loyalty and Long-Term Customer Value

Loyal customers don't just buy—they refer, renew, and advocate.



Incentives reinforce desired behaviors throughout the entire customer lifecycle, creating self-sustaining growth.

Learning from Success Stories: Watts Water



⬆️
600M

Revenue Increase

New revenue generated through better-trained channel partners

⬆️
250K

Course Completions

Resulting in improved sales frameworks and product knowledge

⬆️
#1

Mindshare Position

Incentives helped capture partner mindshare over competitors

Partner representatives who trained more consistently sold more effectively, proving the direct connection between strategic incentives and behavioral activation.

Incentivized Learning: Strategic Framework

“

It's not about bribery—it's strategic motivation that recognizes learner time and effort.

”

Incentivized learning aligns training objectives with tangible business outcomes through carefully designed reward systems.



Behavioral Activation

Strategic nudges that encourage learners to initiate and complete key learning tasks



Gamified Experiences

Instant feedback mechanisms that demonstrate progress and reward milestone achievements



Value-Based Rewards

Culturally relevant incentives matched to learner personas and regional preferences

Building an Effective Incentive Strategy

1

Define Clear KPIs

Identify specific behaviors you want to drive and establish measurable metrics for success.

- Registration targets
- Completion percentages
- Sales conversion rates

3

Automate & Integrate

Connect your incentive program to your marketing flywheel:

- Reward program referrals
- Incentivize testimonial creation
- Scale through automation

2

Personalize Rewards

Not all learners respond to the same incentives. Create a flexible system that accounts for:

- Regional cultural differences
- Varied learner motivations
- Multiple reward options



Strategic Takeaways & Proven Results

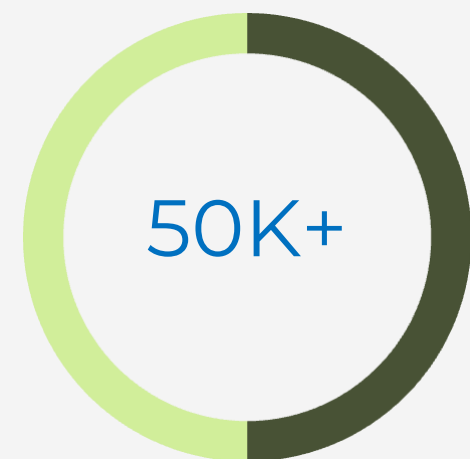
Key Strategic Principles

- Treat training as a revenue channel, not just a cost
- Engagement precedes education, which precedes revenue
- Incentives drive completions AND conversions
- Your LMS is a revenue platform, not a content warehouse



PRO TIP:

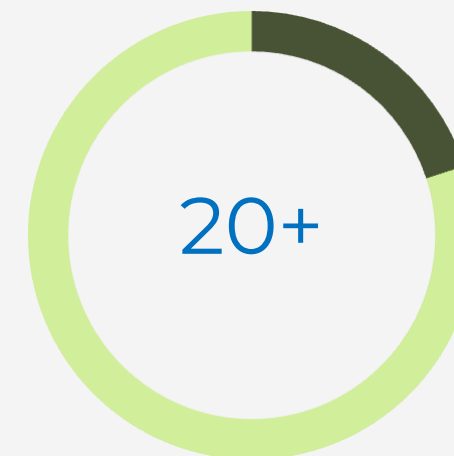
If your partners are learning your products, they're selling your products. Capturing mindshare means capturing market share.



LMS Registrations



Course Completions



Global Reach
Countries implementing
successful programs

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