

QUESTIONS TO ASK AN OFF-THE-SHELF PROVIDER



What topics do you offer training on?

Listen for:

- Topics that are relevant and could directly correlate to your company's behavior.
- Expertise in the topic areas they mention, rather than just broad overviews.

What types of training resources do you offer (eLearning courses, workshops, application tools, coaching guides, etc.)

Listen for:

- A variety of resources – off-the-shelf should not just include eLearning courses but a blended learning approach.
- Tools such as coaching guides, job aids, and pull-through resources.

Can I see some examples of your work?

Listen for:

- The availability to demo the content.
- Live demonstrations to explain the features/benefits and possible customizations.

What's your instructional design philosophy?

Listen for:

- The use of instructional designers, technologists, and subject matter experts.
- Their approach to adult learning.
- Their approach to cross-generational training.

How often is your content revised?

Listen for:

- The frequency with which content is updated, especially market content is changing rapidly.
- How quickly updates are implemented.
- Who revises their content – are they using writers and subject-matter experts?
- How are updates communicated and ultimately disseminated to clients?

How much do I have to pay for updates?

Listen for:

- Are updates included?
- Are unlimited updates included for content that changes rapidly?

Who are your subject matter experts?

Listen for:

- How they choose their subject-matter experts – experience level, occupation, exposure to the industry.
- Where their subject-matter experts work and their expertise in the content area.

Do you help companies map training resources to their competencies?

Listen for:

- An offering to do the “heavy lifting” of mapping content to your exact needs.
- The offer to provide additional details such as objectives, durations, level, etc.

Do you offer role-specific training?

Listen for:

- How they segment their content and approach different roles within today's sales environment.
- Core content vs. elective to level-set the entire company but also appeal to the individual role's needs.

What type of implementation support do you provide?

Listen for:

- Program setup and technology testing.
- Launch support – including emails, launch webinars, etc.

What's your account management process like? Who will be my dedicated person to call? How often can I expect you to check in with me?

Listen for:

- Dedicated person for your program.
- Frequency of check-in meetings.
- Support for content questions/changes and overall improvements to ongoing programs.

What is your learner support plan? Who is the dedicated person my learners can call if they have an issue?

Listen for:

- Support that is included in your contract.
- Who you contact for everyday questions including student needs.
- Someone your learners can reach out to directly to take day-to-day questions off your plate.

How is the program hosted from a technology perspective?

Listen for:

- Integration with company's LMS.
- No additional usernames/passwords.
- Seamless updates without additional uploads.
- Reporting support.

How can we measure the success of my program?

Listen for:

- Metrics and measurement support that is included in your contract.
- Clear activity reports are provided throughout the program.
- Surveys and templates available to gather data.

Can you share best practices for program design and delivery?

Listen for:

- The availability of case studies and program data.
- Sample program setups.
- Sample learning pathways/journeys.

Ready To Work With An Off-The-Shelf Provider?

Always Current. Always Relevant.

Just like the healthcare and life sciences industry, our content library is always evolving, improving, and growing. Our customizable learning pathways empower teams and leaders to advance their knowledge, connect with customers, and drive performance.