

# Not your average sales training

Results by Design partners with NeonTrain to bring their Integrated Sales Training model to an online market.



## OPPORTUNITY

Results By Design (RBD) Consultants, a Toronto-based company had the market for in-person sales training, consulting and coaching covered. During Covid-19, the team realized their highly in-demand, facilitator-led training had to quickly and efficiently be converted into online, self-paced training.

Kerri Corturillo, co-owner and managing partner of RBD, had existing knowledge and awareness of the Brightspace learning management system and knew the power of online learning.

She also had previous experience working with Brightspace through a strategic partnership with the Canadian Professional Sales Association.

This awareness of the Brightspace system led Kerri to NeonTrain and its founder and owner, Rob Belliveau. Together, Rob and Kerri collaborated to re-imagine the existing RBD training programs to support clients in a online learning environment.

*(story continues on page 2)*

## ARTICLE OVERVIEW

### LEARNING PROVIDER

Results By Design Consultants (RBD)

### TRAINING PRODUCT

RBD has been helping businesses optimize their performance for over three decades. Specializing in sales training, consulting, and coaching, the company focusses on educating top decision-makers and sales teams on how to achieve amazing results.

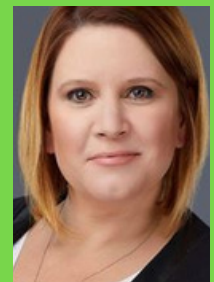
### OPPORTUNITY

- Convert in-person sales training into online self-paced training
- Expand corporate reach
- Build training capacity in team

### RESULTS

- Implement NeonTrain's Brightspace
- Reached expanded audience with online course
- Ran multiple concurrent online cohorts

*"Before connecting with NeonTrain, our training was in-person multi-day sessions. By moving our content online, our organization is rapidly expanding its reach across the Canadian market. We are also now offering our training in other countries, including Australia. All of this is possible because we moved our training content into Brightspace."*



**Kerri Corturillo**  
Co-owner & Managing Partner RBD



In the past 36 months, RBD has increased their overall amount of **online training** from **10%** to **95%**

## STRATEGY

The other powerful Brightspace tool Kerri's team adopted was the Assignments tool. Kerri explains; "The Assignments tool was the game changer for us because we were providing feedback on progress that teams were making in different aspects of the course. Learners would submit their progress and it absolutely enabled us to change up how we provided feedback. The Assignments tool helped to give us this forum to providing valuable learner feedback."

The RBD team knew they wanted their online training to have the welcoming personality of their instructor-led-classes. The RBD team used the Brightspace Content tool as a repository for all of their online session materials, which helped them to achieve the same supportive and organized learning environment virtually as they had in-person. Creating this online area for their virtual course session materials helped participants feel organized and in control of their own learning path while taking the course.



## RESULTS

The RBD team feels the key to the success of this collaboration with NeonTrain was the willingness of both teams to tackle the project strategically.

Kerri emphasizes, *"It is important to step back and look at the process to identify what you hope to achieve. Pace yourself and look at the value you want to provide to the market. It is necessary to walk before you run."*

## FUTURE

RBD is now planning on creating additional self-paced programs to reach an even wider audience. They plan to sell their online course offerings via NeonTrain's e-commerce platform. Visit [store.neontrain.com](https://store.neontrain.com) to explore current courses available for purchase.