

NEW HIRE SALES ONBOARDING

Selling to the L&D Buyer

Who they are, what their day looks like, the metrics they answer for — and how to sell Axonify to them.

Revenue Enablement · September 2026

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Axonify



Part one

Who is the L&D buyer?

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One title on the org chart. **Very different amounts of power.**

- CLO, VP or Director of L&D — owns strategy and budget. Your economic buyer inside HR.
- Head of Talent / Talent Development — owns onboarding, capability and career paths.
- Manager of Learning Services or Learning Systems — owns the LMS, the admin work and the evaluation criteria.
- Instructional Designers and Learning Partners — build the content and will judge whether ours is credible.
- CHRO — the executive sponsor above them, who increasingly asks for outcomes, not activity.

What the L&D buyer actually cares about



Proving it worked

They are being asked to show business impact, not completion rates. Most cannot do it yet with the system they have.



Getting people to engage

A frontline audience with no email, no desk and no time. Voluntary engagement is the thing they can never buy with a mandate.



Time — theirs and the frontline's

Small teams, endless intake. Every hour off the floor is an hour Operations pushes back on.



Not being the compliance police

Chasing completions burns their credibility. They want to be a business partner, not a reporting function.

A day in the life

Morning

Completion reports. Which locations are behind, and which manager will escalate first.

Afternoon

LMS admin: assignments, provisioning, access tickets. Then the slide for the exec asking what the business got for the spend.

Midday

Intake from HR, Legal, IT and Operations — then building or curating content for a request that landed yesterday.

End of day

A new immediate training need arrives. Tomorrow's plan is gone.

Part two

02

The metrics they answer for

Know these cold. This is the vocabulary of the business case.

The numbers on their scorecard

Days



Time to proficiency

To a fully productive new hire — easiest metric to price

%



Turnover & absenteeism

Especially first-90-day frontline turnover

#



Incidents & findings

Compliance completion, audit readiness, fines

eNPS



Engagement & readiness

“I feel prepared to do my job” — often the CHRO's number



Also on the list

Time off the floor / remedial training · business process adherence · CSAT or NPS · safety incidents · sales per labor hour · shrink

The metrics they report vs. the metrics that get funded

- REPORTED TODAY

- Completion rate
- Number of courses launched
- Training hours delivered
- Course satisfaction scores
- Logins and enrolments
- Why it stalls: it measures the L&D team's activity, not the business's result. Finance cannot value it.

- WHAT UNLOCKS BUDGET

- Time to proficiency, in days and dollars
- Turnover and cost per replacement
- Knowledge and confidence growth by role
- Safety incidents and claims avoided
- Sales lift, shrink, CSAT movement
- Why it works: it is denominated in the language the CFO already uses.

The pressure they are **under** right now

26%

of companies say they develop the skills their strategy needs

56%

of frontline staff consistently get what they need to do the job

31pt

gap: leaders' view of their comms vs. frontline reality

50%

of HR managers say workloads block adequate training

1/3+

of L&D execs name skills training their top 2026 priority

3.5M+

frontline workers already learn on Axonify, in 160+ countries

SECTION

03

How to sell to L&D

Same platform, different conversation.

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Same platform. Two different conversations.

- THE OPS BUYER (COO, VP Store Ops)
 - Opens on: execution consistency across locations
 - Pain: strategy breaks down at the frontline; launches stall
 - Proof they want: sales per labor hour, shrink, safety, speed of rollout
 - Buys: predictability and operational control
 - Their question: 'Will every location execute?'
- THE L&D BUYER (CLO, VP L&D, Head of Talent)
 - Opens on: readiness, engagement and proving effectiveness
 - Pain: one-size-fits-all training, no visibility past completion
 - Proof they want: time to proficiency, knowledge lift, turnover, eNPS
 - Buys: credibility with the business and time back for their team
 - Their question: 'Can I finally show this worked?'

Discovery questions that surface fundable pain



Describe your current process for developing training and communication programs. How do you ensure leaders are equipped to support teams?



How do you set your success metrics when launching a new initiative?



How will you measure success — and what would you want to see that you can't see today?



How would you measure your reach: participation, frequency, knowledge and confidence?



Describe the outcomes of successful onboarding. What does 'fully onboarded' mean here?



Walk me through a compliance problem you've solved in the past.



What would it mean for the business if you could identify strong future leaders from existing employees?



How are you using AI to help your frontline execute faster, with less rework?

Trap-setting: two traps that consistently work

- TRAP: PERSONALIZED EXPERIENCE
 - Set topic: Walk me through how you currently train all your frontline workers.
 - Open the trap: How do you ensure everyone has the knowledge they need? What's the impact of a one-size-fits-all approach when roles, goals and skill levels vary so much?
 - Close the trap: What's stopping you from scaling a frontline role-specific, adaptive approach to knowledge and behavior reinforcement?
- TRAP: BRAIN SCIENCE-BACKED REINFORCEMENT
 - Set topic: Walk me through how your current approach helps employees apply the right behaviors day-to-day, not just recall information.
 - Open the trap: When employees forget what they learned, what's the cost to your business — in safety, service or lost sales?
 - Close the trap: What's preventing you from putting an effective program in place to ensure your frontline employees don't forget?

Translate their language into business language

01 They say: "engagement is low"

You say: what does a disengaged shift cost you in service scores and turnover? Axonify customers see voluntary participation in the 90%+ range because it is 3–5 minutes, gamified and built for the frontline.

02 They say: "onboarding takes too long"

You say: what is a week of ramp worth per new hire, at your turnover rate? One grocery customer cut new-hire seat time by over 50% and saw a 31% knowledge lift in pilot stores.

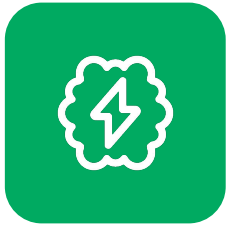
03 They say: "we can't prove effectiveness"

You say: completion is an output. We measure knowledge, confidence and capability progression by role and location — so you can draw the line from readiness to the KPI your CHRO cares about.

04 They say: "we have no time or headcount"

You say: content is the bottleneck, not ambition. One two-person L&D team used Content Studio to cut video production from a week per topic to an hour or two, saving over \$10,000 and avoiding a new hire.

Where we win with L&D — and why it's defensible



Accelerated behavior change

Adaptive, brain-science reinforcement that drives measurable behavior change in 30–90 days — not just recall.



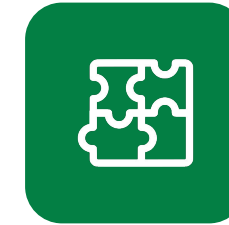
Engagement that builds habits

Gamification, social features and 3–5 minute bursts that make daily use a habit instead of a mandate.



Actionable insights

Knowledge, confidence and capability data by role and location — the visibility their current LMS cannot give them.



Content tools and services

950+ frontline-specific modules, AI creation tools and 60+ languages — capacity for a team that has none.

Proof points that land with an L&D buyer



50%+

reduction in new-hire seat time, with a 31% knowledge lift in pilot stores — grocery wholesaler, 70,000 employees



**+30
pts**

rise in leadership trust during a culture transformation across 35,000 associates — grocery retailer



68%

reduction in safety incidents through consistent, reinforced training — grocery market



\$10K+

saved and 40 hours per video reclaimed by a two-person L&D team using Content Studio

Objections you will hear — and the reframe

- "We already have an LMS." — We don't replace it. An LMS tracks activity; Axonify makes sure it is retained and applied. We integrate with Workday, Cornerstone and SuccessFactors.
- "Our people don't have time." — That is exactly why we exist. Three to five minutes a shift, on any device, in the flow of work.
- "I need to prove ROI before I can get budget." — Then let's build the business case together. Which two metrics do you answer for? We have templates and customer benchmarks.
- "We've tried mobile learning and it failed." — Most mobile learning is classroom content on a smaller screen. Ours is adaptive and personalized per learner, which is why participation holds.
- "It's a placeholder in next year's budget." — Understood. What is a year of the current state costing you in ramp time and turnover? We can be flexible on start and invoicing.

What new reps get wrong



Leading with the Ops talk track because it is easier to quantify. Different buyer, different scorecard.



Treating the L&D buyer as the only buyer. They rarely hold the budget alone — find Ops and the CHRO.



Dismissing the Learning Systems Manager. That person often writes the requirements you have to answer.



Demoing features before establishing the metric. No metric, no business case, no deal.



Accepting "engagement is low" as the pain. It is a symptom. Quantify the business consequence underneath it.



Reciting every proof point. Bring the one that matches their number.

Sell them the outcome they have to defend.

Practise it on your next call >