

**Driving course sales**  
with Totara's integrated e-commerce solution

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**1.**

**Does your e-commerce  
solution let you down?**



**If you're reading this, you're probably familiar with this scenario: You've invested time and money in creating an LMS that grabs your customers' attention. They're excited and ready to buy one of your courses.**

**So, what happens next?**

Usually, one of two things:

1. They click a button and get sent to a completely different site to finish their purchase. This makes them lose confidence, and they start looking elsewhere.
2. They get a boring form asking for their details, so you can call them back or send an invoice.

Either way, it's a lose-lose situation. Your customer loses confidence, and you waste time with admin. Oh, and the chances are it isn't even connected to your CRM. Not ideal, right?

**Today's buyers are used to an Amazon-style shopping experience: search, add to cart, purchase, done.**

Time for a change? Then read on...





2.

**e-commerce  
made easy**

# Why hasn't your current solution delivered on its promises?

Why hasn't your current solution delivered on its promises? The most likely culprit is a "locked-in" learning platform that doesn't support an e-commerce solution or allow you to build one within the system. Simply put, your platform hasn't kept up with the demands of today's customers.

But you're not alone—most organizations that sell learning face the same challenge. Their LMS providers aren't equipped to help them make the sale.

**Well, except for one...**

Totara offers a fully customizable, open-code platform. With Totara, you're not limited by what your LMS 'allows' you to do. The platform is designed to be tailored to your needs. To address the unique requirements of extended organizations and learners across all industries, Totara platinum partner The Learning Syndicate leveraged these open-code capabilities to create a native e-commerce solution. This solution provides an intuitive and engaging platform for managing learning programs, enhancing user experiences, and ultimately driving more sales for extended enterprise organizations.

## In this ebook, we'll explore:

- Getting rid of clunky experiences
- How you can sell more courses
- Creating a smooth experience for your customer
- Integrating sales across your whole enterprise
- show your ROI Making everything secure and safe



**3.**

**Getting rid of  
clunky experiences**



Despite the growing need for accessible and efficient online learning, many LMS providers fall short by not offering a native e-commerce solution. This gap creates several significant challenges and can directly impact sales.

If you rely on course sales for revenue, these challenges can lead to a poor customer experience and, ultimately, lower sales figures. The need for a cohesive, integrated solution is clear.



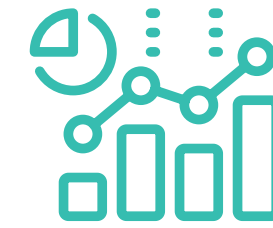
### **Lack of a cohesive experience**

Ever feel frustrated by systems that just don't seem to work well together? It's a common struggle—disjointed platforms and clunky integrations can really mess up the flow of both learning and buying. This kind of fragmented experience often leaves learners disengaged and reluctant to dive in fully



### **Challenging course discovery**

Learners can easily get frustrated when they can't find the right courses, leading to a drop in satisfaction. That's why having an intuitive, user-friendly interface is so important—it helps users quickly find and purchase exactly what they need.



### **Difficulty with reporting**

Trying to keep up with sales and track learner progress can be a real challenge when your systems aren't seamlessly connected. Without smooth integration, reporting becomes a pain, making it tough to make strategic decisions or keep an eye on performance.



### **Complicated purchasing experience**

A complicated buying process can easily drive potential customers away. For organizations relying on course sales to boost revenue, a smooth and straightforward purchasing experience is key to keeping customers happy and increasing sales.





**4.**

**How you can sell  
more courses**

Providing a seamless shopping experience is crucial for creating a highly engaging user experience that drives sales and boosts revenue. Imagine if your e-commerce solution could mimic the smooth, intuitive experience of Amazon and be integrated seamlessly with your LMS.

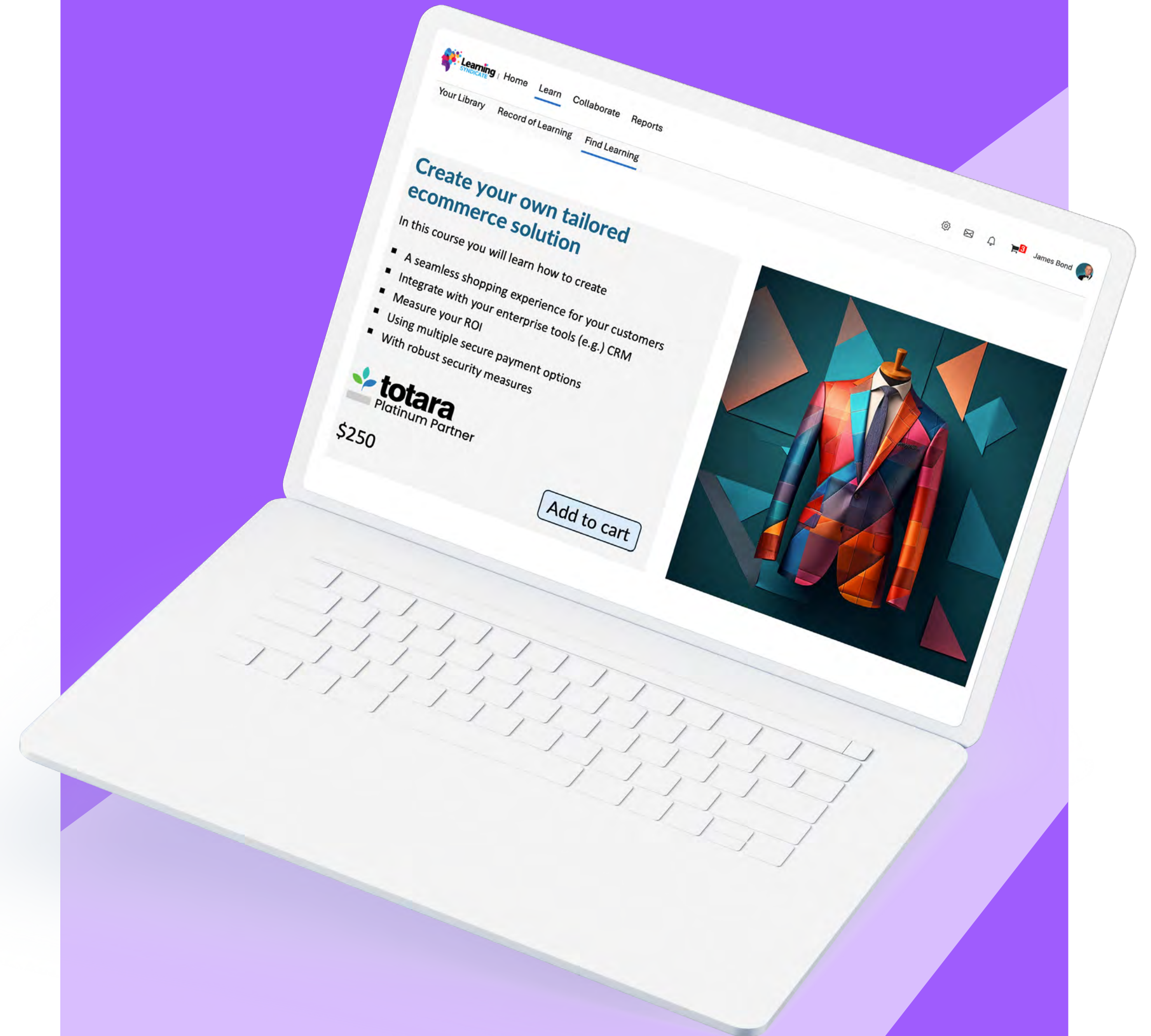
With Totara and The Learning Syndicate, this vision becomes a reality. A natively integrated e-commerce solution offers numerous benefits, such as:

**Smooth User Experiences:** Providing a seamless and engaging shopping experience that keeps learners coming back.

**Integrations across your whole enterprise:** Ensure that the e-commerce platform is integrated across your entire organization, into your CRM, and providing a real ROI.

**For all types of sales:** Whether for individual sales, bulk buys, or organization-wide purchases, Totara's solution is designed to accommodate all, enhancing flexibility and reach.

By addressing these opportunities, you can significantly improve customer satisfaction and drive higher sales.

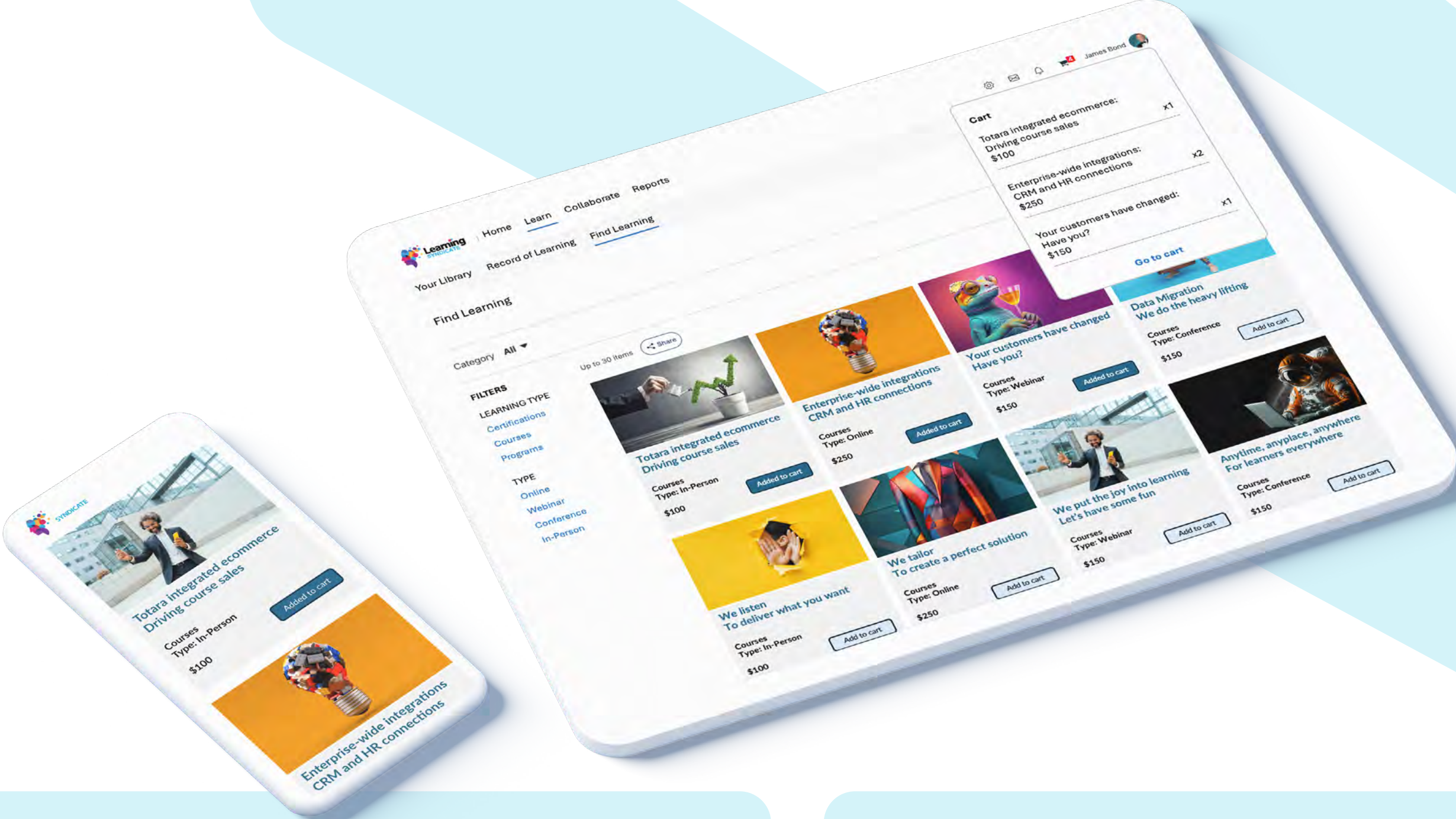


**5.**

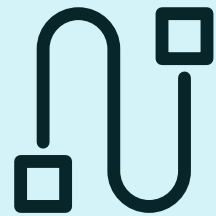
**Creating a smooth experience  
for your customers**




Imagine browsing through a well-organized catalog of courses, easily finding what you need with powerful search and filtering options. Adding courses to your cart is as intuitive as shopping on Amazon, with clear descriptions and straightforward navigation guiding you every step of the way. Totara transforms the course buying process into a smooth and user-friendly experience that mirrors the best online retail platforms.



  
**Shop window effect:** Our platform acts as an engaging storefront for learners. The visually appealing interface draws users in, making it easy to browse and explore available courses.

  
**Customer journey:** From browsing to purchasing, Totara streamlines the entire process. Users can easily find, select, and purchase courses, ensuring a smooth transition at each step.

  
**Add to cart:** Our e-commerce solution mimics the familiar and trusted Amazon-style shopping experience, making adding courses to the cart intuitive and straightforward. This familiarity reduces friction and enhances the overall user experience.

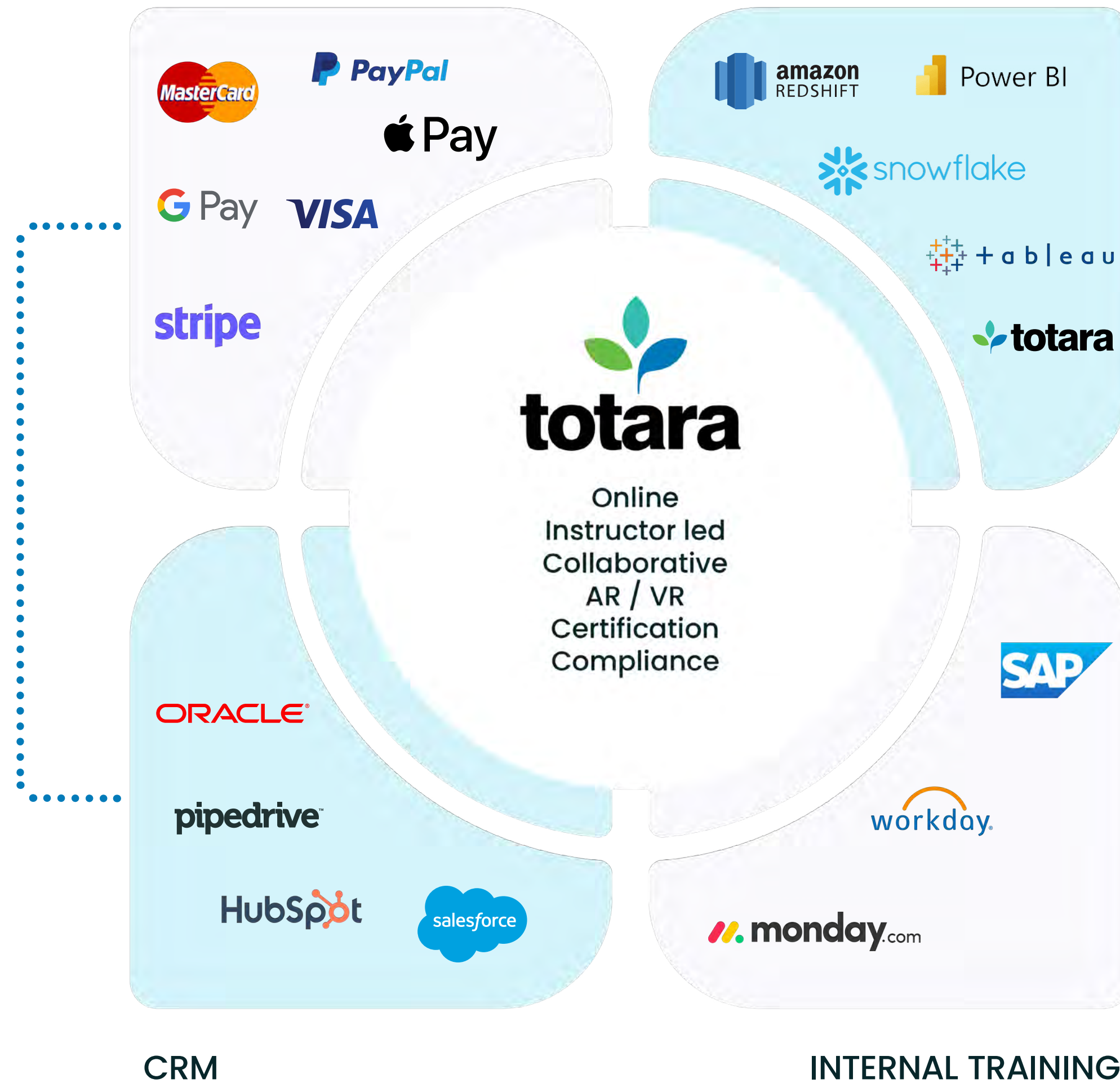


6.

**Integrated across your  
whole enterprise**

## TOTARA E-COMMERCE

## ANALYTICS & ROI



One of the significant advantages of Totara's integrated e-commerce solution is its seamless integration with other enterprise tools such as your CRM. In many organizations, disparate systems often lead to inefficiencies, data silos, and fragmented user experiences. Totara's solution addresses these issues by creating a cohesive ecosystem where all enterprise tools work together.

Totara's integrated e-commerce solution transforms your enterprise ecosystem into a system capable of delivering superior results and driving growth.

### Single platform solution:

Potential customers often hop from platform to platform, dealing with multiple systems to complete their work. Totara eliminates this hassle by providing a single, cohesive platform.

**Seamless integration:** Totara e-commerce integrates effortlessly with other enterprise tools such as your CRM, ensuring a unified experience that enhances productivity and user satisfaction.

**Transparency and control:** A fully integrated reporting suite allows organizations to maintain control and gain transparency, providing unified reporting for tracking sales, learner progress, and engagement.

**Data insights:** We can connect the data across all aspects of your business to show a real ROI. This will allow you to make informed decisions based on real-time insights and allow you to adjust your tactics to increase sales.



**6.**

**Your customers can  
pay how they want**

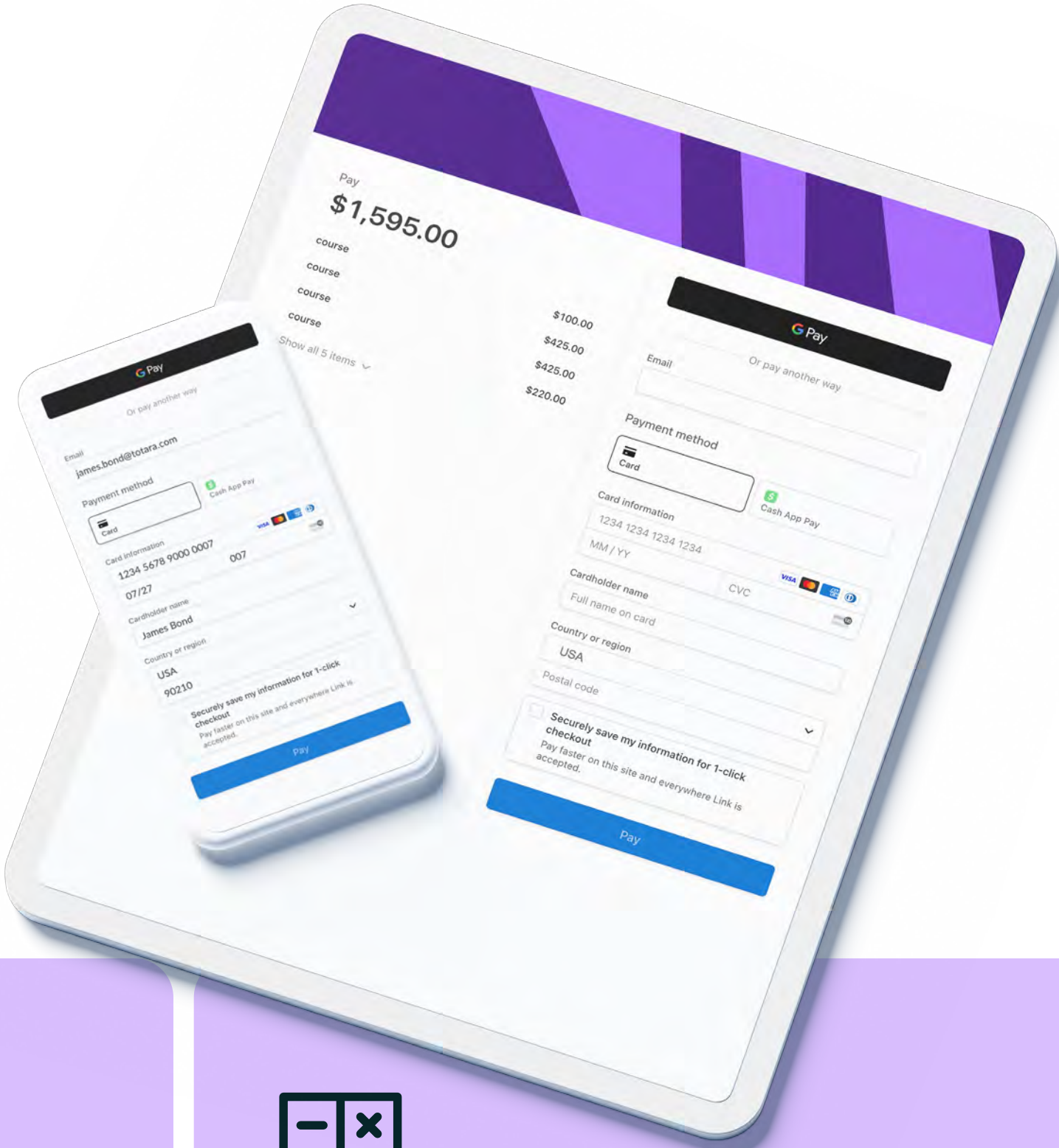


# Imagine you stay in control: Every part of the journey is configurable from the admin interface.

## This includes

- Price
- Discounts and coupons based on organization, region, etc.
- Currencies
- Methods of payments

In addition, we have built-in reporting that measures numerous metrics, including total sales by product, payment methods, and completions



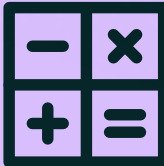
### Diverse payment Options:

Totara’s e-commerce solution supports various payment methods, including credit cards, PayPal, Stripe, and purchase orders (POs). This flexibility ensures that customers can choose the payment method that best suits their needs, whether they are individual learners or large organizations managing multiple accounts.



### Customer convenience:

Our integrated solution streamlines the entire checkout process, from selecting courses to finalizing the payment. A hassle-free payment experience enhances customer satisfaction and encourages repeat purchases.



**Automatic tax calculations:** Handling taxes can be a complex and time-consuming task, especially for organizations operating across multiple states and regions with varying tax laws. The platform also includes automatic tax calculations by state, reducing administrative burdens and ensuring compliance.

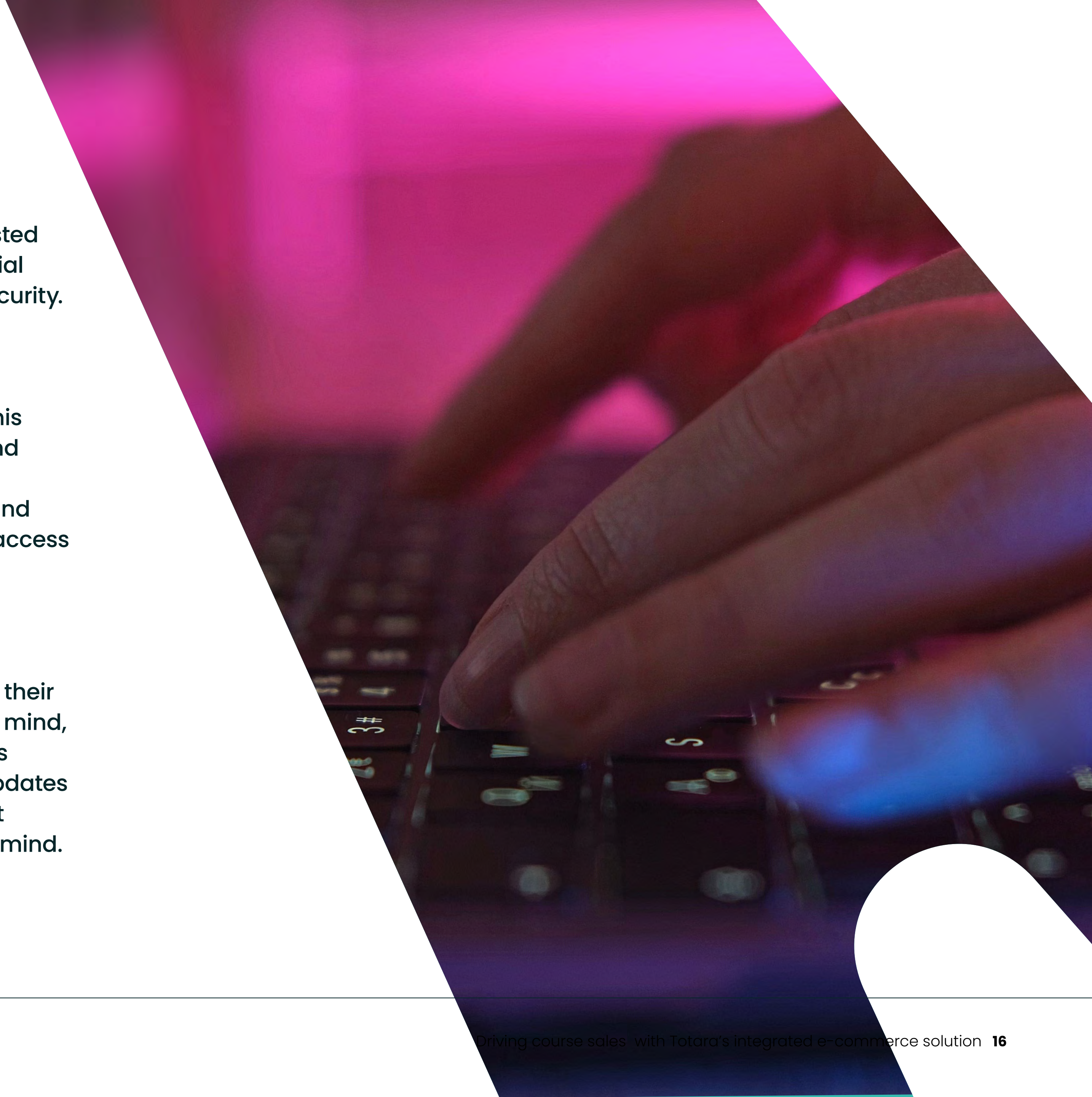




7.

**Making everything  
secure and safe**





**Secure Payment Processing:** Totara integrates with trusted and secure payment gateways, ensuring that all financial transactions are processed with the highest levels of security.

**Comprehensive Data Protection:** Totara's integrated e-commerce solution is designed with robust security measures that protect user data at every touchpoint. This includes personal information, course progress data, and transaction details. By employing advanced encryption technologies, Totara ensures that all data transmitted and stored within the platform is secure from unauthorized access and breaches.

**Regulatory Compliance:** In highly regulated industries, organizations must comply with various standards and regulations, such as GDPR, HIPAA, and others specific to their sector. Totara's solution is built with these regulations in mind, providing features and protocols that help organizations maintain compliance effortlessly. Regular audits and updates ensure that the platform remains aligned with the latest regulatory requirements, giving organizations peace of mind.







## Ready to get started?

Totara's integrated e-commerce solution addresses the key challenges you face in selling courses.

Our solution provides:

- A seamless shopping experience for your customers
- Integration with your enterprise tools (e.g.) CRM
- The chance to measure your ROI
- Multiple secure payment options
- Robust security measures

We help you maximize revenue and improve customer satisfaction.

GET IN CONTACT NOW AND SEE HOW WE CAN HELP YOU DRIVE SALES.

Contact: [ecommerce@learning-syndicate.com](mailto:ecommerce@learning-syndicate.com)  
or learn more about us via our website

## About Totara

Totara Learn (LMS & LXP) and Perform (PM) are a comprehensive talent management system forming the Totara Talent Suite. Totara's fully customisable platform boosts compliance rates, optimizes training effectiveness, and maximizes staff retention – at unrivaled scale. Built and deployed by a global partner network, Totara's platform handles all learning, compliance, and performance management needs no matter the industry or complexity. That's why Totara is trusted by 20 million users across 1500+ customers worldwide.

[totara.com](https://totara.com)

## About The Learning Syndicate

We offer highly engaging solutions that drive powerful learner experiences. Great designs, easy to use journeys, and the ability to offer enterprise-wide integrations. We do the hard work behind the scenes to make your life easier.

[learning-syndicate.com](https://learning-syndicate.com)