

# Top Challenges Facing SaaS Training Business

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# Session Agenda

- Present top challenges facing a SaaS training business
- Discuss effective solutions to address these challenges

# #1. Sales Challenges

- Customers expect training to be part of the software subscription license (SaaS = Software as a **Service**)
  - Recurring subscription pricing model for the software license is different from a training event pricing model
- For discussion:
  - What pricing models or training packages have you tried and have worked?

*“Steep discounts from Sales to make the software license deal more attractive”*

*“Sales keeps the license amount high because they are comp’ed for the renewal.  
Throws training in for free”*

## #2. Course Catalog Challenges

- Building a catalog and refreshing existing catalog to the latest software release is resource intensive
  - Course catalog needs to reflect the most current software
  - Becomes a challenge to bring new courses to market AND maintain current catalog
- For discussion:
  - Share some best practices to ensure timely and seamless updates

*“We have a small team and it becomes challenging to keep the content current”*

## #3a. New User Adoption Challenges

- Rush to go-live with the implementation is short sighted if end-user adoption strategy is not considered
  - Software is available instantaneously, globally , over the internet
- For discussion:
  - What tools, resources, offerings do you provide to support user adoption?

## #3b. Existing User Adoption Challenges

- Existing customers need training on enhanced/new features with every software release
  - Support for new and enhanced features with each software release and install base adoption
- For discussion:
  - How does your company support existing customers with “delta” features

*“Frequency of releases make us reactive. No partnership with Product Marketing who owns the release schedule”*