CLARITY OF OFFER	SKILLFRAME
Question	**Answer (all illustrative)**
What literally IS this product or service?	Learning transfer tool that closes the gap between learning and on-the-job application. The product sits on top of a customer's existing LMS (Learning Management System) and content library. After a learner completes training in the LMS (a course, certification or workshop), it sends short on-the-job practice prompts inside the tools people already work in, such as chat (Slack, Teams), CRM (Salesforce, HubSpot), project management (Jira, Asana) and docs (Notion, Confluence), adds manager check-ins, and reports whether the skill is actually being applied.
What market category does it fit in?	**Learning transfer platform**: software that turns completed training into on-the-job application and shows whether the skill is being used. Buyers today usually say 'corporate training,' 'learning reinforcement' or 'an LMS add-on.' Source: https://www.clomedia.com/2017/02/09/37372/ (the industry uses 'learning transfer platform' for this category)
What specific function does it perform?	Closes the gap between finishing training (a course, certification or workshop) and using the skill at work. After a learner completes training, SKILLFRAME prompts them to practice the skill in real work, brings the manager in for a short check-in, and reports which skills are being applied on the job, not just which training was completed.
How does it do that?	1) Connects to the customer's existing LMS and content library, so no content is rebuilt. 2) When the LMS records a learner as having completed training, SKILLFRAME sends short on-the-job practice prompts inside the tools people already work in, such as chat (Slack, Teams), CRM (Salesforce, HubSpot), project management (Jira, Asana) and docs (Notion, Confluence). 3) Follows each practice prompt by asking the learner to report whether they used the skill and how. The manager is then notified, with a one-tap way to confirm, comment or ask for more practice. It takes about a minute and arrives in the manager's chat tool or email. Automatic detection of skill use is a later possibility. 4) Reports skill application by person, team and skill, so L&D can tie results to measures such as ramp time and quota attainment.
What are alternatives?	Four groups of alternatives: 1) The LMS alone, plus manual follow-up: completion reports, reminder emails and managers asked to follow up by hand. 2) Enterprise LMS and learning platforms, such as Docebo, which describes itself as an AI-powered LMS and learning platform. Docebo also offers AI role-play coaching. 3) Microlearning and reinforcement tools: Axonify (bite-sized daily reinforcement, built for the frontline) and Qstream (spaced repetition with scenario-based questions, aimed at sales and knowledge-critical teams). 4) Sales readiness platforms, such as Mindtickle (revenue enablement with training, coaching and AI role-play for customer-facing teams). Sources: https://docebo.com/ai-info ; https://elearningindustry.com/directory/elearning-software/axonify ; https://qstream.com/product-overview/ ; https://pipeline.zoominfo.com/sales/mindtickle-review
What makes it different from alternatives?	The difference is the combination, since some competitors cover parts of it: 1) Measures application, not recall. Axonify and Qstream reinforce knowledge through frequent short questions and report proficiency and confidence. **SKILLFRAME confirms the skill was used in real work and reports on that.** 2) Works on top of the LMS the customer already owns, so it does not replace Docebo or any other LMS. 3) Built for corporate teams across functions, not only the frontline (Axonify) or sellers (Qstream, Mindtickle). 4) Prompts arrive in the tools people already work in (chat, CRM, project management and docs tools), with a manager check-in that takes minutes. *Note: Qstream and Mindtickle also offer manager coaching, so do not claim manager involvement as unique. Check competitor claims again before using them in a live sales conversation.*
What keywords would customers use to find this product? (short and/or long tail)	Short tail: learning transfer, training reinforcement, learning reinforcement software, training effectiveness, skills application, training ROI. Long tail: how to make training stick; how to measure on-the-job application of training; learning transfer platform; how to prove training ROI to the CFO; LMS add-on for behavior change; manager check-in after training; Axonify alternatives; Qstream alternatives. *Validate every quarter with search volume (keyword and trend research tools), competitive analysis and sales call recordings.*
Do you and customers call this different things? If yes, what do they say?	SKILLFRAME team: 'closing the gap between learning and on-the-job application.' Sales reps today: 'microlearning,' 'AI coaching' or 'learning analytics,' depending on the rep. Buyers: 'another training platform,' 'an LMS add-on,' 'reminders or nudges,' 'reinforcement.' L&D practitioners: 'transfer of learning' and 'behavior change.' *Validate every quarter with search volume (keyword and trend research tools), competitive analysis and sales call recordings.*
Is it replacing or upgrading something? If so, what?	Upgrading, not replacing. SKILLFRAME does not replace the LMS or the content library. It replaces: manual manager follow-up, completion reports used as proof of impact, reminder emails sent by L&D, and in some accounts a separate reinforcement tool used only for knowledge checks.

CLARITY OF AUDIENCE	SKILLFRAME
Question	**Answer (all illustrative)**
Who specifically is this for?	Primary: Sarah, VP or Head of Learning and Talent Development at a 1,000 to 5,000 person company, reporting to the CHRO. She owns the training budget, LMS and content vendors. Also involved: Marcus, Director of Sales Enablement (champion, often the first contact); Dana, CHRO or VP People (executive sponsor who signs); Sam, front-line manager (makes the product stick once implemented). Best fit: mid-market and enterprise companies that already run an LMS and invest in sales onboarding, leadership or manager development.
What do they do in their role?	Sarah runs the company's learning programs: chooses content and vendors, runs the LMS, builds onboarding and leadership programs, and reports results to the CHRO and CFO. A large share of her time goes to defending budget and reporting. Dana leads the people function as CHRO or VP People. She sets people strategy across hiring, retention, internal mobility, culture and performance, reports to the CEO and board, and works with the CFO to decide which people investments get funded. She signs off on larger L&D spend and wants proof that it changes how people work. Marcus builds rep onboarding, runs training and tracks ramp time and quota attainment. Sam coaches a team while meeting their own targets.
What are their jobs to be done?	Sarah: show that training changes how people work, so budget holds up each quarter; get new hires and managers productive faster; avoid rollouts that create more work for managers. Dana: connect people investment to retention, internal mobility and performance. Marcus: shorten rep ramp time and get reps using new skills in live deals. Sam: get the team using new skills without adding hours of admin.
What are they doing now instead of using you?	Running courses in the LMS and reporting completion and satisfaction scores. Sending reminders or email nudges to manager and employees to use skills learned during training. Asking managers to follow up, with no shared process. Re-running workshops and refreshers by hand. Some use a reinforcement or sales readiness tool (Axonify, Qstream, Mindtickle) for knowledge checks. These show activity and recall, not whether people applied the skill at work. In one survey, 54.1% of L&D respondents still rely on completion rates and 45.1% on satisfaction surveys. Source: https://elearningindustry.com/metrics-that-really-matter-how-top-learning-teams-measure-success
What pressures are they under?	Executives fund training to solve problems, not to raise completion rates, and they ask what changed because of the investment. Only 28.6% of L&D professionals in one survey felt confident demonstrating business impact, and 12.8% tracked ROI or cost savings in reports to business leaders. Budgets are reviewed quarterly, managers are stretched, and new tools and change programs add demand for new skills. When training does not stick, L&D takes the blame. Sources: https://trainingindustry.com/?p=141662 ; https://elearningindustry.com/metrics-that-really-matter-how-top-learning-teams-measure-success

CLARITY OF PROBLEM	SKILLFRAME
Question	**Answer (all illustrative)**
What specific problem do they face that SKILLFRAME addresses?	People finish training, then nothing changes on the job, and L&D cannot show otherwise. Completion shows who attended, not whether the skill is used. Past research indicates only about 20 percent of training results in improved job performance for managers and leaders. Source: https://www.clomedia.com/2017/02/09/37372/
How does this problem show up?	Completion rates look healthy while managers say behavior is unchanged. L&D reports show activity (completions, scores) and no evidence of skills applied. New hires and managers repeat the same mistakes after training. In sales, reps who finished onboarding still describe the product in different ways. Executives ask 'what changed?' and L&D has no answer.
When does this problem show up?	At the end of training, when the learner returns to a full workload and nothing prompts practice. Two to four weeks later, when managers see no change. At quarterly budget and renewal reviews, when the CFO asks for results. After a large rollout, such as a new sales methodology, a manager program or a tool launch.
How do THEY describe it? (their exact words)	Illustrative quotes, to validate in prospect interviews: 'We have great completion rates and nothing changed.' 'People finish the course and go back to doing it the old way.' 'I can't show the CFO what this spend produced.' 'My managers don't have time to follow up.'
Is there a common trigger that makes this problem unbearable?	A budget review or renewal where the CFO or CHRO asks for impact. A high-profile program, such as a sales methodology or manager development, with no visible change after launch. A new tool that learners ignore. Reps losing deals soon after a training program.
Why haven't they solved it already?	1) LMS reporting centers on training delivery and completion. Skill application happens after the training, away from the LMS. 2) Measuring behavior is hard. ATD (see source below) reports L&D teams cite reasons such as Level 3 evaluations being too hard, not knowing how to run them, and lacking access to the data. 3) Managers are the follow-up that makes training stick, but they have no time or shared process. 4) Reinforcement tools check recall, not on-the-job application. 5) Many teams treat low transfer as a motivation problem, when it is a design problem: a one-time event with no planned follow-up in the weeks after. Sources: https://www.td.org/content/atd-blog/the-3-000-pound-elephant-in-the-corner-office ; https://www.kirkpatrickpartners.com/?p=12759

CLARITY OF OUTCOMES	SKILLFRAME
Question	**Answer (all illustrative)**
If they do nothing to address the problem...	
What's the immediate effect? (what happens?)	Training is completed and set aside. Skills are not practiced and managers do not follow up. Completion rates stay high while behavior stays the same.
What are the ripple effects of that?	Managers conclude the training did not work. Learners lose confidence in future programs and engagement drops. The company buys repeat training for the same gap. New methods and policies stall because people keep their old habits.
What's the business impact of all those ripples?	Training spend with no proven return. Slower ramp time and lower quota attainment. Retention and mobility goals missed. Budget is cut or frozen when the CFO cannot see results.
What's the personal impact on them?	Sarah is blamed when training 'does not stick,' loses credibility with the CFO and CHRO, and spends each quarter defending her budget. Dana cannot show the CEO, board or CFO that people investments are paying off, and risks retention and mobility goals slipping. Marcus misses ramp and quota targets. Sam is seen as failing to coach.
If they choose SKILLFRAME...	
What's the immediate effect? (what happens?)	Right after completing training, learners get short practice prompts in the tools they already work in (chat, CRM, project management or docs tools), and managers get a short check-in. Within the first weeks, L&D can see which skills are being used and by whom.
What are the ripple effects of that?	Learners practice while the training is fresh. Managers coach with specifics. L&D spots weak points and fixes the training program early. Reps and managers use the intended skills in live work.
What's the business impact of all those ripples?	L&D can show skill application tied to ramp time, quota attainment and retention. Training spend is defended with evidence, and the existing LMS and content library keep their value and are updated where needed.
What's the personal impact on them?	Sarah goes into budget reviews with proof and is seen as a business partner. Dana can show the CEO, board and CFO that people investments change how work gets done and backs L&D with confidence. Marcus sees reps using new skills sooner. Sam gets a low-effort way to coach.
If they choose a competitor: how is their outcome different from yours?	LMS platforms (Docebo and similar): built to deliver and track courses, so the customer still needs a way to see application after the course. Microlearning and reinforcement tools (Axonify, Qstream): learners retain more and managers see proficiency and confidence gaps, but the result is knowledge recall, not application on the job. Sales readiness platforms (Mindtickle): strong practice, coaching and readiness scoring for revenue teams, but a separate platform built around sellers. With SKILLFRAME, the outcome is evidence of applied skills across roles, on top of the LMS already in place. Sources: https://docebo.com/ai-info ; https://qstream.com/product-overview/ ; https://axonify.com/blog/microlearning-myths/ ; https://pipeline.zoominfo.com/sales/mindtickle-review

CLARITY OF FEELING	SKILLFRAME
Question	**Answer (all illustrative)**
What's their emotional reaction to this problem?	Frustration and exposure. Sarah put effort into programs that look successful on paper and still cannot defend them. She worries about being blamed, dreads budget reviews and is tired of explaining the same gap.
What do they actually DO when this problem hits?	Sends reminder emails, asks managers to follow up, adds refreshers or re-runs the course/workshop, pulls completion and satisfaction reports for the CFO, and looks at another platform, then stalls when it looks like another LMS.
How would they complain about this to a peer over a whiskey at happy hour?	"Everyone finished the course, the scores were great, and then... nothing. Zero change. Then the CFO asks what we got for the money and I'm sliding a completion report across the table like that's an answer. Managers swear they have no time to follow up, so by week three it's all gone. I'm so tired of explaining this."
What's their emotional reaction when it's solved?	Relief and confidence. Sarah can answer 'what changed?' with evidence, managers see it working with little effort, and she feels like a partner to the business, not a cost to defend.
How would they describe the win to a peer over a whiskey at happy hour?	"First budget review in years where I didn't dread it. It plugged into our LMS, managers spent about a minute confirming the skills used, and I pulled up who was using the skills and tied it to ramp time. The questions just stopped. Nobody asked if training was worth it!"