

Industry: Professional Training & Coaching  
Use Case: Customer Training

# Sales for Life **Trains Learners on how to Sell** using SAP Litmos

Sales for Life delivers speaking engagements, workshops, and ongoing training on social and digital selling. With the Social Selling Mastery™ training program, they provide a prescriptive training approach to acquire digital selling skills, accelerate pipeline and boost sales. The program is designed to increase speed-to-revenue and eliminate the confusion on how to become a successful digital seller.

Sales for Life uses SAP Litmos to train their customers on how to sell and are focused on delivering an experience for their clients. Their goal is to reach 1 million sales people using SAP Litmos as their platform, to transform them from using an analog world of selling to a digital world of selling.

Once a client has defined their needs, the Sales for Life team is able to create micro-courses which are assigned to those learners.

“Litmos has **helped us create a world-class experience**, and we have created an environment that is seamless to our clients.”

**George Albert,**  
COO at Sales for Life

Learn more at [www.litmos.com](http://www.litmos.com)

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