



Torch LMS™

Prometheus Development, Inc.

THE BACKSTORY

Torch LMS is a powerful and intuitive online Learning Management System that allows businesses to streamline and automate all of their employee training and development. Founded in 2010, Torch LMS aimed to create a better user experience and address issues such as functionality and support that plagued the learning management industry. Torch LMS leveraged the Consensus platform in order to cut through the noise and get their product in front of people in an already oversaturated market.

2016 STATS FROM CONSENSUS PLATFORM

11% =

CONVERSION
RATE

4.7X

INDUSTRY
STANDARD
CONVERSION
RATES

517

QUALIFIED
LEADS
GENERATED

5m 6s

AVERAGE
DEMO VIEW
RATE OF
CONVERTED LEADS

For us it's been a really powerful sales and marketing tool. It's definitely saving us a lot of time, it's giving us a lot of great data. It essentially has really changed the way we've done business.



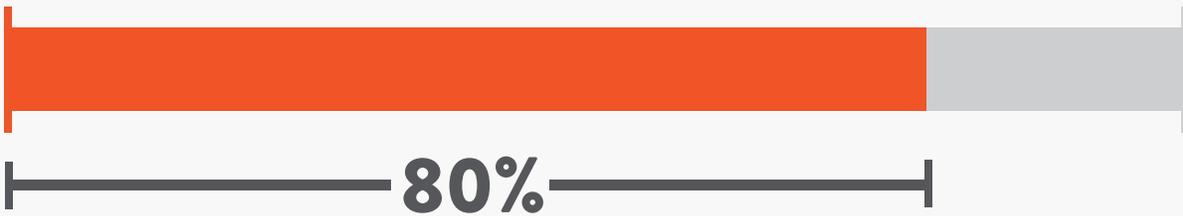
Jake White
Founder/CEO
Torch LMS

CONSENSUS IN ACTION

After implementing the platform, Torch LMS saw that prospects were already 80% or 90% of the way through the buying process by the time they got on the phone. They had been able to self select while going through the demo, and therefore come to the phone call much more qualified than a typical prospect. Coming to the conversation with those final questions got them that much closer to closing the deal.

Torch LMS Founder and CEO, Jake White stated, “We do a lot of demos of our product and so it takes an enormous amount of time. Having a product that lets us remove that factor where we have to get in front of people and do live demos and to have that recorded and ready to go and to be able to send that out, that saves us an enormous amount of time.”

SALES PROCESS



Torch LMS found that prospects are already 80%-90% of the way through the sales process before they ever get on the phone with a rep.

The leads that we get...are much more qualified. By the time they get on the phone with us, they might be 80 to 90 percent of the way there, so they're already asking those final questions.

-Jake White