

Top 20 Training Outsourcers Reap Significant Benefits

Training Outsourcing.com Marketing Tools: Part 5 of 5:

By [Jim Hanlin](#) of [TrainingOutsourcing.com](#)



In thinking about this series of articles on the marketing tools available from TrainingOutsourcing.com, I asked myself, *“What works best at TrainingOutsourcing.com to help companies get new business?”*

Of course, there are several ways and I have expounded previously on Internet exposure, webinars, conferences, Big Deals, electronic newsletters, email announcements, and other services that we provide to help create a more efficient marketplace for learning. But, I’ve saved the best for last. *And, the BEST method is simply letting everyone know which companies are the BEST.*

Our annual list of the [“Top 20 Companies in the Training Outsourcing Industry”](#) is, in my opinion, the single most beneficial thing that we do to help companies enhance their business. Conversely, I also think it is the best thing that we do for corporate and government executives who are looking for the “right” partner to assist them with their training needs. By naming the Top 20, we reduce the need for training buyers to research hundreds (maybe thousands) of potential suppliers. They save a lot of time and effort and are confident that TrainingOutsourcing.com is providing an objective assessment of the industry and presenting a realistic list of the top companies. And, we do!

By the way, lots of people ask, **“Do you have to be a sponsor of TrainingOutsourcing.com to make the Top 20 list?”** **The answer is - absolutely not!** If we require that companies are sponsors before they could be named to the Top 20, we have eliminated any chance of objectivity in the assessment process. I will admit that it helps to be a sponsor but only because we tend to know our sponsor companies better than others and so we are more aware of their capabilities, experience, and expertise. In 2006, five of the Top 20 were not sponsors. Since our inaugural list was published in 2004, several non-sponsor companies who were named to the Top 20 later became sponsors because of the significant benefits that they received from being on the list and the additional services that go along with sponsor status. They received numerous qualified leads and most closed enough big deals that they decided to join us in a more formal partnership to assist with their business development efforts.

We estimate that approximately 2 million people view the Top 20 list every year. In addition to the exposure on our web sites, the Top 20 list appears every year in numerous trade journals, magazines, research reports, white papers, market reports, and other web sites.

In preparing this article, I Googled, *“top 20 companies in the training outsourcing industry”* to see what I would get. With the exception of a couple of paid advertisements by IBM Learning and Grosvenor Training Services at the top of the left column of Google’s search results, guess what item was displayed first? You got it - and below is a copy of exactly what showed up on Google:

[Business Strategy & Outsourcing: News](#)

Cary, NC - June 28, 2006: TrainingOutsourcing.com today announced its third annual "**Top 20 Companies in the Training Outsourcing Industry**", a list based on ...
www.trainingoutsourcing.com/to_news.asp?id=3403 - 56k - [Cached](#) - [Similar pages](#)

This year's TrainingOutsourcing.com news release announcing the Top 20 showed up first in response to my Google search. Same result for searches using yahoo.com and msn.com. If you have ever tried to coax the algorithm of a major search engine to make a web site or article show up first, you know that it's virtually impossible. So, we are proud to say that we are number one and that we know that there is a significant interest in the Top 20 list and that being on the list is a tremendous benefit for those companies selected and for TrainingOutsourcing.com.

Here's some more information that I gathered from my Google search. The remainder of page one of the Google listing included press releases by those companies that were named to the Top 20:

- Lionbridge
- Global Knowledge
- GeoLearning
- Tata Interactive
- ACS (Affiliated Computer Services)
- New Horizons Training Centers

Page 2 began by listing our 2005 Top 20 news release, followed by 2006 press releases from:

- NIIT
- Intrepid Learning Solutions
- Aptech
- Delta College
- Convergys
- Innovatia
- Element K

Thirteen of the Top 20 companies had news releases that showed up on pages 1 and 2 of the Google search. **That level of recognition is priceless!**

Before I try to give you some hints on how to apply and qualify for the Top 20, let me say that we actually expanded the list this year to include two additional categories:

1. [2006 Emerging Leaders in Training Outsourcing](#) (10 companies)
The 'Emerging Leaders in Outsourcing Companies' list includes recognized industry leaders that have demonstrated innovation and excellence in providing learning outsourcing services in selected business process categories and are poised to increase their level of services to clients.
2. [2006 - Top Specialized Learning Process Providers](#) (19 companies)
The 'Top Specialized Learning Process Providers' list includes those companies that are recognized as leaders or 'best in class' in supplying specific learning process services in support of comprehensive training outsourcing service providers or directly to corporate and government clients.

Our primary goal for publishing the lists is to provide corporate, government, and training executives with a directory of highly qualified, successful, and proven training partners. By identifying additional quality service providers as well as the Top 20, we hoped to help buy-side companies improve the costs and quality of learning services that they procure.

OK, we've established the value of being on the ["Top 20 Companies in the Training Outsourcing Industry"](#). So, how does a company qualify?

This year, we sent out a survey to more than 250 companies on our [List of Training Companies](#) with information on how to be considered by the selection committee. Seventy-five companies completed the survey and each was evaluated against 22 learning processes and 13 business capability areas. Each company selected demonstrated strength and experience in several areas of learning services, such as content development, training administration, program delivery, and

learning technology. From the survey responses, it was determined that the Top 20 organizations' revenues were generated through multiple solution areas. The largest percentages of revenues came from content development (35%) and training delivery services (30%).

The selection committee recognized the leading training outsourcing companies for their high quality of services and comprehensive capabilities. All of them demonstrated expertise and experience in managing major BPO engagements as well as creating a significant impact on the industry.

In 2007, we will be adding other lists of top training companies for each of our new learning communities:

- Healthcare & Medical
- IT Training
- Learning Technologies
- Sales Training

The first step for being considered is to list your company on our [List of Training Companies](#) so that you are sure to receive the survey. It takes about 10 minutes to complete.

More than 3,000 of our 90,000 monthly visitors view our [List of Training Companies](#) while searching for the "right" partner to help them meet their training needs. So, it's a good deal even if your company doesn't get selected to one of our Top lists. The free listing includes:

- Company name and address
- Web site URL
- Primary Contact
- Brief Description

Here's my final reason for getting your company on one of our Top lists. We can show where tens of millions of dollars worth of business has been awarded to training companies that were recognized and contacted only because they were on the Top 20 list. Enough said?

Now, to close, it's similar to the Geico gecko, who says about saving money on car insurance...to paraphrase...

Easy money –

Yeah, you have to go to www.trainingoutsourcing.com but it's as easy as standing up. If I tell you that you can make a lot of money by standing up, I doubt that you're just going to sit there because you're so rich and say, no thanks, I think I'm going to keep my seat.

Well, it might not be as easy as standing up, but give it a shot – being on the Top 20 might pay off big time and reap significant benefits for you and your company!

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