

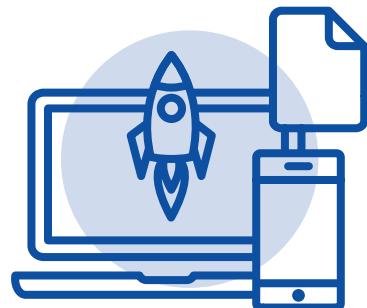
LawnStarter accelerates sales readiness with engaging, scalable training built in dominKnow | ONE



47% increase in Attach Rate



Hundreds of Agents Enabled Per Session



Rapid Reuse Across Sales & Operations

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“What I love about dominKnow is how organized everything feels. It doesn’t feel chaotic. It’s easier to chunk information and keep it focused, instead of dumping everything on one screen.”

Melissa Maier

Enterprise Training Manager at LawnStarter

dominKnow:::

LawnStarter®

LawnStarter is a leading lawn care management platform that connects homeowners with lawn care professionals across the United States. With a fully remote workforce supporting both sales and customer operations, LawnStarter depends on effective, consistent training to ensure agents can confidently support customers, explain services, and drive revenue.

When Melissa Maier, Enterprise Training Manager at LawnStarter, took ownership of sales enablement at the end of 2024, she faced an aggressive timeline: redesign and deliver a complete sales onboarding program in just two months—ahead of the company's busiest hiring season.

To meet that challenge, LawnStarter relied on dominKnow | ONE to rapidly create a modern, engaging learning experience that improved clarity, confidence, and on-the-job performance.

Highlights

Challenges

- Legacy slide-based sales training was overwhelming, hard to scale, and challenging for trainers to facilitate consistently.

Solution

- Leveraging dominKnow's content authoring and knowledge management solution dominKnow | ONE with dynamic publishing and hosting service Convey.

Results

- Clearer training drove faster readiness, scalable delivery, and measurable performance gains - including a 47% increase in attach rate.

Challenge

The challenge: rebuilding sales training under pressure

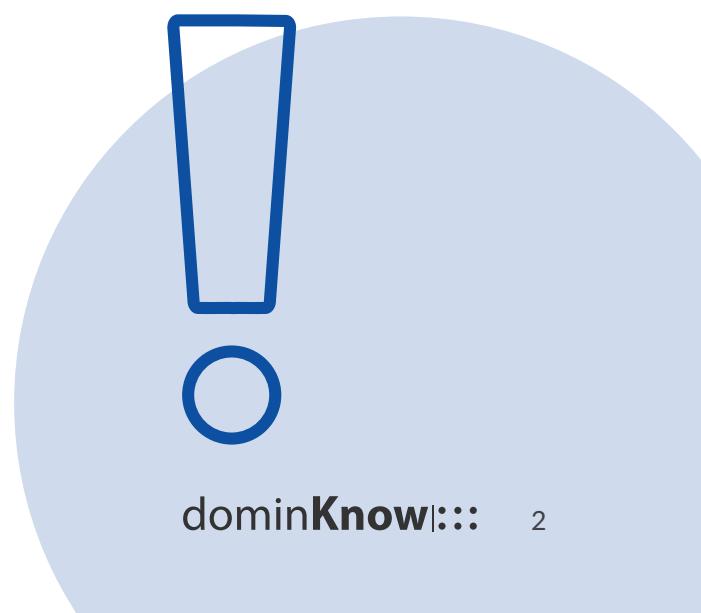
Before Melissa stepped in, sales training relied heavily on hundreds of Google Slides. While comprehensive, the content was difficult to navigate, overwhelming for learners, and challenging for trainers to facilitate consistently.

"When I first looked at the existing training, it was honestly anxiety-inducing," Melissa shared. "I didn't understand how anyone ever made it through all of it."

At the same time, LawnStarter was entering a critical hiring window. Sales onboarding typically spans five to six full days, and every new or returning agent—often hundreds each season—must complete the entire program to ensure consistency as products, tools, and policies evolve.

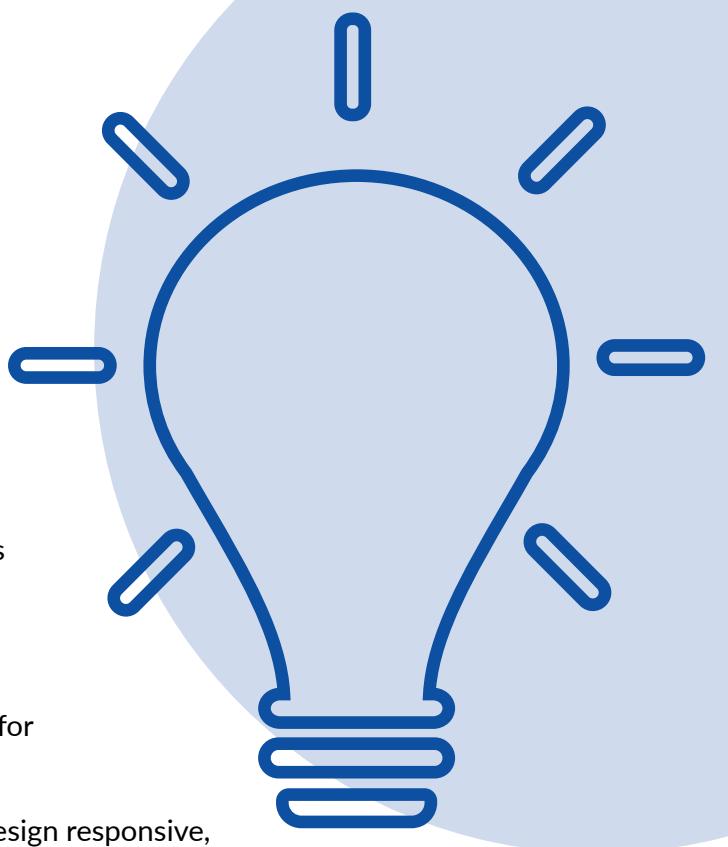
Melissa needed a solution that would allow her to:

- Condense and reorganize complex information
- Build training quickly without sacrificing quality
- Support both instructor-led delivery and self-paced review
- Enable reuse across sales and operations teams



Solution

The Solution: dominKnow's intuitive and collaborative web-based eLearning authoring platform



Why dominKnow

LawnStarter had already adopted dominKnow for operations training, primarily for its simulation and screen capture capabilities, which allowed agents to practice real systems safely before going live.

That same foundation made dominKnow the natural choice for sales enablement.

Using **dominKnow Flow** and **Capture**, Melissa was able to design responsive, structured content that felt calm, organized, and approachable—an intentional contrast to the dense slide decks of the past.

“What I love about dominKnow is how organized everything feels,” she said. “It doesn’t feel chaotic. It’s easier to chunk information and keep it focused, instead of dumping everything on one screen.”

Building a modern sales onboarding experience

Melissa rebuilt the sales onboarding curriculum from the ground up, organizing it into three core sections:

Introduction and business context – company overview, services, and customer expectations

Systems and tools – hands-on simulations covering LawnStarter’s admin and phone systems

Quality, metrics, and performance – QA guidelines, expectations, and assessments

The training is delivered in a live virtual environment but is fully built in dominKnow, allowing agents to follow along, revisit content independently, and complete required assessments.

To improve engagement and retention, Melissa incorporated:

- Interactive system simulations using Capture
- Scenario-based practice where agents listen to customer situations and pitch relevant services
- Visual layouts that pair images and instructions side by side
- Light gamification, themed challenges, and short trivia moments



"A big goal for us was getting agents to stop sounding robotic," Melissa explained. "We wanted them to build rapport, use empathy, and sound human—not like they're reading a script."

Faster creation, easier reuse

With dominKnow, Melissa was able to reuse and adapt content across teams without starting from scratch.

Rather than rebuilding entire courses, she can copy individual pages or sections, remove what isn't needed, and tailor content for sales or operations as required.

"Everyone wants things yesterday," she said. "Being able to reuse content quickly has been huge. I don't have time to rebuild everything from scratch."

This flexibility also allows LawnStarter to respond quickly to product changes and seasonal updates—critical in a fast-moving service business.

Results

The Results: Clearer training, scalable delivery, and measurable performance gains

Measurable impact on performance

The redesigned training has delivered immediate and visible results.

After completing a product refresher built in dominKnow, one sales agent increased their attach rate for lawn treatment services **47% in a single week**—demonstrating how improved product understanding can directly impact revenue.

“You can’t sell what you don’t understand,” Melissa noted. “Once they really know the product, they can answer customer questions confidently—and that shows up in the numbers.”

In addition to performance gains, both agents and trainers have provided overwhelmingly positive feedback, citing clearer organization, improved flow, and a more engaging learning experience.

A foundation for scalable learning

Today, dominKnow supports all sales and customer operations training at LawnStarter, serving hundreds of agents each season. While most sessions are currently instructor-led, the content is designed to work equally well for self-paced learning—providing flexibility as training needs evolve.

For Melissa, dominKnow has become more than an authoring tool. It’s the foundation that allows her to balance speed, quality, and business impact.

“Training shouldn’t exist just for the sake of training,” she said. “If it doesn’t help people do their jobs better and drive the business forward, it’s not doing its job.”





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collaborate better with
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