



Scaling Success

How NeonTrain's E-Learning Platform Revolutionized

Results by Design's Sales Training



Executive Summary

Learning Provider:

Results By Design Consulting

Interviewee Name & Role:

Kerri Corturillo Managing Partner,
Results By Design Consulting



INTRODUCTION



Sales Training for Today's Professionals

Helping sales professionals succeed for 40 years, Results by Design was founded in 1994 as an in-person sales training consultancy focused on practical, high-impact learning.

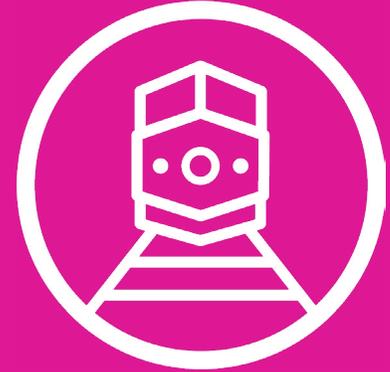
Post-pandemic business landscapes shifted and client expectations changed, Results by Design identified the need to scale its expertise in new ways. That shift sparked a new chapter — one defined by innovation, flexibility, and impact.

The team needed to expand beyond in-person training and offer scalable, digital options without compromising the personal, high-touch experience their clients relied on. But translating that trusted, relationship-driven approach into an online format proved more complex than expected.



“NeonTrain earned our trust. I’d tell people, ‘Get out of your own way and just listen to the experts. They’ll help you figure out how to make this work for your business.’”

Kerri Corturillo
Managing Partner, Results by Design



ARTICLE OVERVIEW

A team ready for reinvention

Results by Design has been a trusted name in sales training for four decades. With a small, agile team and a wide-reaching client base, the firm needed a way to modernize its delivery without compromising its personalized, high touch approach.

Turning friction into forward motion

Facing the limitations of in-person delivery and early missteps in going digital, Results by Design partnered with NeonTrain. The firm’s goal was to navigate its digital transformation thoughtfully, starting with live virtual support and growing toward digital course creation.

New tools, stronger connections

Today, Results by Design offers digital coaching, asynchronous learning, and branded client portals via Brightspace. NeonTrain’s ongoing support has helped the firm scale without losing its core strengths, and the two companies’ partnership continues to grow.

A People First Approach

Today, the firm supports clients in multiple countries, offering sales coaching, leadership development, and custom training programs.

CHALLENGE

Recognizing the Opportunity To Evolve

The RBD team had made a prior attempt to leap directly into self-directed online learning, but it was unsuccessful. This ‘false-start’ left the team feeling unsure how to move forward. Clients were beginning to expect more hybrid and asynchronous delivery options. There was friction between traditional delivery methods and the shift to tech-enabled learning.

Kerri and her team wanted to create something that would preserve their brand and style while delivering unique value. But first, they needed to build internal confidence and capabilities around online learning.

Results by Design was looking for more than just a tool. The firm needed guidance and a collaborative partner to forge ahead. The challenge was both technological and cultural: how to reimagine what sales training could look like.



Choosing a Trusted Partner



Enter NeonTrain! NeonTrain was founded on a simple but powerful idea: exceptional online learning could do more than just teach — it should transform how businesses work and help them reclaim their time.



Partnering with D2L, owners of the Brightspace learning management system, NeonTrain empowers and equips business owners to design custom online learning pathways and programs tailored to their goals.



Kerri was familiar with the D2L platform from past experience and chose NeonTrain because of the company’s deep support model and collaborative approach.



She knew Results by Design needed a guide through the transition. The NeonTrain team helped shape a gradual, flexible adoption strategy rather than rushing to a full digital pivot.

“We weren’t just looking for a platform,” says Kerri. “We needed someone to help us figure out how to use this as a business tool, as an extension of what we do. And that’s what NeonTrain provided.”

SOLUTION

A Flexible, Personalized Learning Experience



With fewer technical hurdles, participants can focus on learning, and facilitators can focus on teaching. NeonTrain supports Results by Design's shift from one-time events to ongoing development pathways. Feedback has been consistently positive, with RBD clients embracing the digital space as part of the learning environment.

Learners praise the platform's ease and flow, which blends seamlessly into the experience. Long-time clients now expect the structure and quality, and it's become part of the firm's brand. One standout success story is a leadership program where participants submitted coaching videos for personalized feedback, which overall was hailed as a game-changer.

By the Numbers: Real Impact

5 years working with NeonTrain; the first organization to adopt its Brightspace platform



Expanded from in-person to online training, allowing growth to other countries

1 self-directed course launched in NeonTrain's online store, with more underway



A white-labelled client portal built and actively in use



Coaching program launched using video review and feedback within Brightspace

Tools That Teach & Transform

After their courses were running well, Results by Design decided to add also a leader coaching program that used tools embedded in Brightspace to submit video recordings, share private feedback directly with learners, and hold roundtables.

Assignments became central to many programs, creating secure, trackable learning touchpoints. Kerri and the team also leveraged Intelligent Agents in their program design to automate reminders and reinforce learning also reducing their administrative workload.

“We can scale. That's the biggest impact on our business,” says Kerri. “We can start to offer learning in different ways with the system supporting us.”

RESULTS BY DESIGN

Expanding Offerings & Providing Impact

Five years later, Results by Design relies on NeonTrain for its Concierge service, consisting of monthly strategic learning support, to design and deliver online coaching to its clients.

The firm has also just launched its first course in the NeonTrain online store.

The team's initial use of Brightspace was focused on supporting live virtual training sessions with resource hubs and assignment tracking.

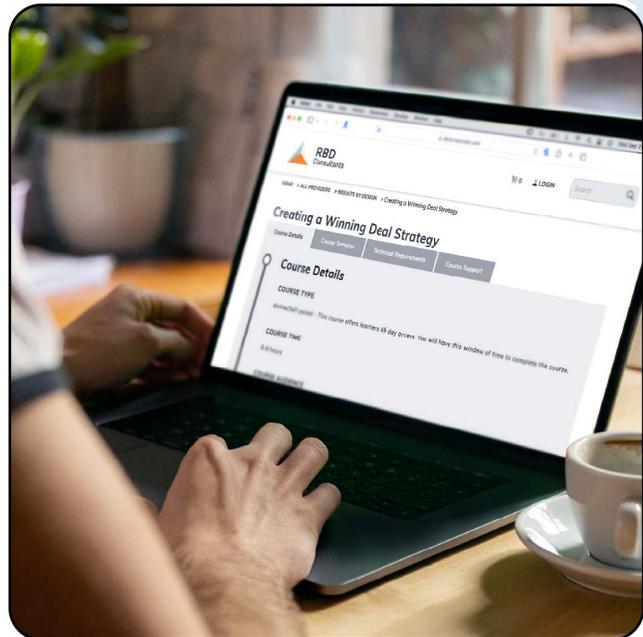
From there, Results by Design slowly added features like discussion boards, video upload assignments, and intelligent agents.

NeonTrain also helped Results by Design white label a complete sales portal for a major client, something the firm had never done before.

Kerri led adoption with support from the program manager while facilitators learned how to use the platform to deliver content.

Relying on NeonTrain's concierge service for strategic monthly learning support, Results by Design was able to move from live sessions to asynchronous programs, one step at a time.

Together, the company created blended experiences using Brightspace: pre-work, virtual sessions, follow-ups, and continuous learning touchpoints.



Results by Design plans to grow its catalogue in NeonTrain's online store to reach more self-directed learners.

The firm aims to use platform data and engagement metrics to demonstrate value to clients and inform future course design.

The team is beginning to explore AI-enabled tools within NeonTrain to stay aligned with how their clients are evolving.

With NeonTrain as a partner, Results by Design can keep growing, exploring and pushing what's possible, backed by a team that's dedicated to keeping them on track.



To hear more about Kerri's experience working with NeonTrain, listen to her discussion with Rob Belliveau, president of NeonTrain, on the All Aboard podcast: **Transformative Online Sales Training!**

Scan or click to get your learning on track!

