

The Safety Training Buyer's Toolkit

3 Tools to Choose the Right Vendor in 3 Days
(Not 3 Months)



Why This Toolkit Exists


You're about to spend tens of thousands of dollars on safety training. Here's the problem: every vendor says, "We're OSHA compliant." That's the bare minimum, not a differentiator. What actually separates great training from checkbox programs are the results you can measure: high completion rates, quick onboarding, and real people who answer when you call for support.

This toolkit gives you the frameworks EHS and safety professionals use to cut through the marketing fluff and evaluate vendors based on what actually matters: will workers complete the training, retain the knowledge, and apply it on the job site?

Why This Toolkit Exists

Follow the 3-phase system:

PHASE	WHAT YOU'LL DO
Phase 1 <i>Knockout</i>	Tool 1: 5-Minute Vendor Knockout Test Eliminate vendors who can't meet basic requirements. Narrow 10 vendors to 3 finalists.
Phase 2 <i>Deep Dive</i>	Tool 2: Demo Scorecard + Tool 3: Hidden Fee Checklist Schedule demos, score objectively, uncover hidden costs. Identify the winner.
Phase 3 <i>Decision</i>	Final Decision Matrix Calculate final scores, get stakeholders approval, get started with the right vendor.

 **TOTAL TIME INVESTMENT:** 3-6 hours to make a decision that impacts your company for years.

Phase 1: The 5-Minute Vendor Knockout Test

Eliminate Time-Wasters Before You Even Take the Demo

If ANY vendor answers 'NO' to these 6 questions, eliminate them immediately.

	REQUIREMENT
<input type="checkbox"/>	Mobile-optimized training (workers can train on phones/tablets on-site)
<input type="checkbox"/>	OSHA-aligned content / Courses update Schedule (applicable updated within past 6-12 months)
<input type="checkbox"/>	Free trial (vendors confident in quality let you try before you buy)
<input type="checkbox"/>	North American based Live customer support (phone support, real-people, not just ticket systems)
<input type="checkbox"/>	No mandatory minimums, setup fees, or forced contracts (pay-as-you-go flexibility)
<input type="checkbox"/>	Training Manager visibility (track trainee progress, completions, and certifications in real time)

✓ **RESULT:** 6/6 = Phase 2 | 4-5/6 = Caution | 3 or below = Eliminate

Red Flags: If you hear ANY of these phrases during initial calls, walk away:

▶	"We'll update that slide for you" → Content is outdated and not maintained regularly.
▶	"Implementation takes weeks" → Indicates long setup times; you should be able to start immediately.
▶	"Our courses average 22 minutes" → Lack of proper coverage, workers clicking through with low engagement and poor retention.
▶	"We don't provide a pilot or demo/trial" → Suggests low confidence in user experience or content quality.
▶	"There's a setup fee" (without clear reason) → Often a hidden cost for basic onboarding that should be included at no extra charge.
▶	"We only offer multi-year agreements" → Removes flexibility before performance can be evaluated.
▶	"Support is available via email only" or "Response time is 24-48 hrs" → Limited help when you need it most; look for real people who can resolve issues quickly.

Phase 2: Demo Scorecard + Hidden Fee Checklist


Compare Your Top 3 Finalists Side-by-Side (With Real Data, Not Marketing Fluff)

Schedule demos with your 3 finalists. During each demo, fill out this scorecard and the hidden fee detection checklist

The 15-Minute Demo Scorecard

Score 1-5 for each criterion (5 = excellent, 1 = poor).

EVALUATION CRITERIA	VENDOR A	VENDOR B	VENDOR C
Content Quality: Engaging, interactive courses updated regularly with real jobsite scenario-based and video content. ** Industry-Specific Course Availability	___	___	___
Completion Rate: High average course completion rate (Industry: 30% Best: 87%+)	___	___	___
Mobile Experience: Fully mobile-optimized platform with seamless pause/resume functionality.	___	___	___
Admin Dashboard: Intuitive interface with bulk enrollment, actionable reports, automated reminders, progress tracking, and certificate access.	___	___	___
Implementation Speed: Can start training within 24-48 hours with minimal setup (not weeks)	___	___	___
Support Quality: North America-based phone, email, and chat support, fast response times, and knowledgeable staff.	___	___	___
Vendor Transparency: Clear pricing, honest answers, full course demos, and a no-pressure free trial.	___	___	___
Course Customization: Ability to add jobsite-specific examples, company policies, and equipment-related content.	___	___	___
TOTAL DEMO SCORE (out of 40)	___/40	___/40	___/40

 **SCORING:** 35-40 = Excellent | 28-34 = Good | 20-27 = Acceptable | Below 20 = Eliminate

The Hidden Fee Detection Checklist

Ask these questions BEFORE signing. Check all that apply to each vendor.

HIDDEN FEE CHECK	VENDOR A	VENDOR B	VENDOR C
✓ No setup or activation fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
✓ No monthly or annual platform fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
✓ No LMS integration or API fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
✓ No certificate or reporting fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
✓ No mandatory seat minimums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
✓ No additional cost for Admin dashboard access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
✓ Cancel anytime (no early termination fees)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
✓ Spanish courses included (not an upcharge)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL CHECKS (out of 8)	___/8	___/8	___/8

💰 **COST IMPACT:** Each unchecked box = potential \$2K-\$8K in annual hidden fees



Only **10%** of employees report that compliance training has had an impact on their work practices.
A clear indication that training which does not engage workers or connect to real job scenarios fails to drive meaningful results.

(Gallup Workplace Survey, 2021)

Phase 3: Final Decision Matrix

You've Scored Everything - Now Make the Call

Calculate Final Scores

METRIC	VENDOR A	VENDOR B	VENDOR C
Phase 1: Knockout Score (out of 6)	___/6	___/6	___/6
Phase 2: Demo Score (out of 40)	___/40	___/40	___/40
Phase 2: Hidden Fee Score (out of 8)	___/8	___/8	___/8
TOTAL SCORE (out of 54)	___/54	___/54	___/54

Decision Rules

IF THIS...	THEN...
One vendor scored 46+ (85%)	→ Choose them
Multiple vendors scored 46+	→ Choose highest score + transparency
All vendors scored below 46	→ Keep looking

Final Gut Check

Before signing, ask yourself these 3 questions:

- ☐ Can I call them right now and reach a real person?
- ☐ Would I trust them with my company's safety compliance?
- ☐ Will their training keep workers engaged and actually improve safety outcomes?

✅ **If ALL 3 = YES** → You've found your training partner



Ready to See How eTraining Scores?

Use these exact tools to evaluate us. Here's what you'll find:

✓ 87% completion rate | ✓ No hidden fees | ✓ Immediate Setup
✓ Free Business Account | ✓ North America-based support | ✓ Free trial

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