

White-Label E-Learning and the Remote Complete Package

INTERNAL · the missing piece, how to licence it properly, and what it earns

You have already run this business once, driving to a customer and delivering video courses off a laptop. The remote version of that is a better product, it removes the driving, and it closes the one real gap in the pack. It also needs a licence rather than a workaround.

1. The gap this fills

HSE's model is three stages: basic training, then job-specific, then familiarisation on the actual machine. Then written authorisation.

Stage	Who covers it now	Gap?
1. Basic training	Nobody. AW-04 is a delivery pack their supervisor runs	YES — no e-learning component, and some firms want one
2. Job-specific	AW-04 and AW-05	Covered
3. Familiarisation on the machine	AW-06	Covered, and this is the stage no e-learning provider can ever do
Written authorisation	AW-07	Covered

So the only thing you are missing is stage one in video form. That is the cheapest and least valuable part of the chain, and it is available wholesale.

2. Do it as a white-label licence, not a quiet resale

White-labelling is a normal, established route. Highfield Online Training, The Mandatory Training Group, VideoTile and HROes all licence CPD-accredited courses to sell under your own brand, with you setting the price. Published gross margins are in the 20 to 60 per cent range and often better.

That is exactly the thing you were describing, done properly. Under a white-label licence the course genuinely is yours to sell, it carries your branding, and nothing has to be concealed.

Why the quiet version does not work anyway

- **It breaks at the first certificate.** A retail course issues a certificate with the provider's name and logo on it, and the login page carries their branding. The customer finds out the moment somebody completes the module. There is no version of this that stays hidden.
- **Most providers' terms prohibit resale** without a reseller agreement. Buying retail seats and selling them on gets the account closed, usually without warning, and typically at the worst moment.
- **Trust is the product.** You are selling compliance evidence to people who will show it to an inspector, an insurer or a principal contractor. A customer who feels misled on the training will not accept your certificate as evidence of anything, and that is the part of the business with real value.
- **And you do not need to hide it.** The video is the commodity. What you charge for is the assessment on their machine and the authorisation, neither of which any e-learning provider can supply. Saying 'includes accredited e-learning' makes the package look MORE complete, not less.

The honest version is the commercially stronger one here, which is not always true but is true this time.

The unlock nobody mentions

A white-label licence gives you the learning platform data. You can see who completed the module, when, and what they scored. That turns the verified certificate from a paper-checking exercise into something you actually have evidence for.

That materially reduces the risk flagged in MKT-06. You are no longer taking the employer's word for stage one. You can see it. You still verify their practical assessment record on paper, but half the evidence chain becomes system-generated and reliable.

3. The product: complete, delivered remotely

Everything they need, from anywhere, with nothing but an internet connection and their own machine in the workshop.

Step	What happens	Where
1	They buy the package online	Your site
2	Each operative completes the e-learning module under your brand	Their own time, any device
3	Their supervisor downloads AW-04 and runs the job-specific session	Their workplace
4	Operatives sit the theory test (AW-05), supervisor marks it with the key	Their workplace
5	Supervisor completes the practical assessment on their own machine (AW-06)	Their workplace — this is the stage that legally cannot happen anywhere else
6	They upload the completed records	Your site
7	You verify: e-learning completion from the platform, records on paper	Your desk, minutes per head
8	You issue the QR-verified certificates and they go on the register	Automatic

Step 5 is the whole moat. No e-learning provider can assess a person on a machine they have never seen, and no amount of video covers familiarisation. You are selling the two things the internet cannot deliver, and bundling the one thing it can.

4. What it costs and what it earns

Assuming wholesale e-learning at £8 a head. Get real quotes before committing — the range is likely £6 to £10 and it moves with volume.

Staff	They pay	Per head	Your cost	YOUR MARGIN	Retail e-learning (stage 1 only)
5	£204	£40.80	£40	£164	£123
10	£329	£32.90	£80	£249	£246
25	£704	£28.16	£200	£504	£615
60	£1,579	£26.32	£480	£1,099	£1,476

Gross margin runs about 76 per cent. And note the revenue per customer: **£329 against £79 for the pack alone, so 4.2 times**. That is the answer to selling more without finding more customers.

Who it suits, and who it does not

Firm size	Verdict
1 to 4 staff	Sell the £79 pack only. At five staff the complete package is £40.80 a head against £24.60 retail, and they will notice
5 to 9 staff	Line ball. Offer both and let them choose
10 and above	THE TARGET. £32.90 a head for the complete chain against £24.60 for stage one alone is an easy argument
25 and above	Very strong. £28.16 a head, and cheaper in total than retail e-learning that does a fraction of the job

5. How to say it

Plainly, and with the e-learning as a listed feature rather than a secret:

"Abrasive wheels, sorted properly, without anybody leaving site. Your people do the accredited e-learning module in their own time. Your supervisor runs the practical assessment on your own machines using our records. We check the evidence and issue certificates your customers can verify by scanning a code. £329 for ten people, against £246 for online courses that only cover the first third of what the law asks for."

That sentence contains no concealment and it is a stronger offer than anything else in the market at the price.

6. Do this

- Get white-label quotes from Highfield, The Mandatory Training Group, VideoTile and HRoes. Ask specifically for abrasive wheels, banksman, manual handling, silica awareness and working at height, and ask for volume tiers.
- Check the licence permits your branding, your pricing, and API or report access to completion data. The data access is worth more than the discount.
- Price at £79 plus £25 a head. Test £30 a head at the same time.
- Sell the complete package to firms of ten and above, and the £79 pack to everybody smaller.
- Never sell a retail seat as your own. Get the licence first, then it is genuinely yours and the question disappears.
- Add the e-learning completion check to the certificate verification flow, so the QR page can state that all three stages were evidenced.