

PROBLEM:

Product launches focused on marketing features instead of training on benefits.

SOLUTION:

Courses were designed around practicing selling instead of learning about features.

RESULTS:

Overwhelmingly positive response from salespeople who felt more prepared to sell due to sales scenarios

CASE STUDY: Refocusing Sales Training on Outcomes

BACKGROUND

A large manufacturing company had long launched new products with e-learning developed by the marketing department and was ready to change the focus from marketing features to training on benefits.

PROBLEM

The company has a large distributed sales force whose main way to learn about new products and how to sell them is through e-learning courses. The courses had long been designed by a marketing vendor and were attractive and highly produced. The marketing team was not, however, focused on the needs of the learners and the outcomes needed from training. While the marketing strategy was critical to the product launches, it was not appropriate for salespeople in the field.

SOLUTION

Endurance Learning engaged the company to understand the challenges the salespeople were feeling when selling the products. The courses were redesigned so that every part was focused on what the **salespeople** needed to confidently sell the products, not what the **company** wanted. This included a greater focus on practicing selling to customers in typical selling scenarios.

RESULT

The company performs a survey at the end of every course. On the first course launched with a renewed focus on learning objectives, the salespeople overwhelmingly confirmed that the customer scenarios were the most effective part of learning to sell the product. When given five options of the most valuable element of the course, 43% stated that customer scenarios were the most helpful. Those who selected this were vocal about why.

“Having the scenarios helps to focus on what the customer really cares about.”

“It put me in real life scenarios and I learn better from hands on training.”

“With the many different features, it was good to be able to use each one in a scenario that we may encounter everyday.”

“By giving us easily digestible information to give the customer it enables us to empower the customer to make an informed decision.”