

Case Study: Channel Marketing

Meeting Sales Force Needs.

Edu-marketing approach helps capture mindshare and create preference for products with an independent sales force.



Objective

- Help a large, independent sales force and staff gain the confidence, knowledge and skills to make effective presentations to potential customers
- Create mindshare and preference for Client's products
- Ensure that training prepares sales force to earn professional Continuing Education (CE) credits
- Reinforce Client's reputation as a reliable source of training and support

Strategies

- Create tracked elearning training modules to optimize sales performance
- Feature courses focused on topics that address key questions: "Why would I sell it?" and "What tools and information will help me succeed?"
- Promote a centralized resource for modules, incentive awards, polling questions, and program information

Solutions

- Deliver online training via 32 engaging, interactive self-paced elearning modules, lunch hour mini-courses, and day-long facilitated seminars
- Reward learners for early enrollment and course completion
- Provide knowledge required for sales force members to obtain required state CE credits
- Create a certification program
- Utilize a variety of communication strategies to promote the edu-marketing solution
- Track and report sales force engagement via polling questions, exit surveys, course starts and completions, and interviews

Results

- Enrollment in the first 7 months totaled 4,600 sales agents from 47 states
- Over 9,500 voluntarily enrolled on the training site and completed over 14,700 courses
- Solution regularly promoted to over 45,000 potential participants
- Sales agents have earned over 1,320 credits