

## Case Study: Channel Marketing

### Recreational Vehicle Manufacturer Distributor Sales Representative Training

Higher education.

Vehicle sales up 26% for participating dealers  
involved in interactive elearning product training.



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#### Client Objectives

- Train distributor sales representatives on features and benefits of products in new product line
- Provide a cost-effective solution given the fact that DSRs were widely distributed across the country, making face-to-face training cost prohibitive

#### Strategies

- Make the program easy to use in order to maximize participation
- Measure and analyze results on an ongoing basis
- Maintain visibility so that the program gains traction and becomes part of the regular workday for participating reps
- Build a foundation for future learning initiatives

#### MotivAction Solution

- Designed and implemented an online learning system that featured multi-media course modules using existing client materials and new content
- Content presented in a challenge format: real-world scenarios, problem resolution and embedded testing
- Dynamic content provided different challenges for different learners
- Web, print and dimensional communications used to get and keep audience mindshare
- System provided regular individual and group reporting
- Motivated participation and reinforced competition with incentives

#### Results

- Vehicle sales were 26% higher for participating dealers vs. non-participating dealers based on a comparison of year-over-year data from the same dealerships, during a timeframe in which no other special promotions were in place