



Implementation of a comprehensive training solution for this Fortune 25 client increases sales revenue.

Training solutions increase sales

A Fortune 25 client selected The Integrity Group (Integrity) to create a comprehensive training solution to instruct its sales force on the company’s innovative service offerings. These new services were crucial to the client’s transition from traditional, product-based selling to a solutions-based selling organization. Working closely in partnership with the client, Integrity implemented several customized training options, adhering to strict schedule and budget constraints, increasing revenue, and maximizing customer satisfaction through a renewed focus on customer intimacy.

BUSINESS CHALLENGES

The client identified a knowledge gap between its suite of services and the options offered to customers by sales representatives.

The client’s business challenges included:

- Need to increase current service portfolio awareness before introducing new service programs to customers
- Lack of internal skills and resources to develop training materials
- Need to accommodate both live and self-paced courses for multiple training audiences, both internal and external

THE INTEGRITY GROUP ANSWER

Integrity conducted a discovery phase, interviewing subject matter experts to gain understanding of each of the new services. Integrity also met with marketing personnel to compare projected sales expectations to waning current sales. Working with sales representatives for both products and services, Integrity reviewed customer purchasing habits and requirements. Most importantly, Integrity analyzed training practices already in place and evaluated them for inclusion in the training solution.

After assessing the client’s stated needs, Integrity recognized that the training solution must not only increase awareness of the new services, but also provide tools for addressing customer resistance to perceived additional costs.

Keeping the client’s aggressive timeline in mind, Integrity quickly developed the training strategy, including recommended delivery methods and a timeline for delivery. The resulting training solution consisted of a combination of required courses, webinars, and lectures.

SERVICES AND PRODUCTS AWARENESS TRAINING

- **CLIENT PARTNER AWARENESS**
On a monthly basis, Integrity and the client hosted a live topical webinar open to all partner sales representatives. The webinar focused on increasing awareness of new service products, business process issues, and program updates. The recorded webinars were also made available on an on-demand or playback basis.



“Integrity’s ability to offer a turnkey solution is unique. They can take the ball and run with it. We don’t need to micromanage them and that’s a great relief.”

- Training Manager,
Fortune 25 company

- **PRODUCT LAUNCH TEAM AWARENESS**
As part of the client’s sales services initiative for the small to medium business market, Integrity recommended continuing the practice of ongoing sales training workshops that integrate new service products and selling skills. This training method was already in place as a standard for expertise center telesales on new product and program introductions. Continuing with this training strategy eliminated the need to introduce unfamiliar training methods to the sales staff.
- **VALUE-ADDED RESELLER AWARENESS**
This session was designed to deliver performance-based training for select sales opportunities at the client’s national sales meeting. It was directed at and delivered to representatives from the client reseller population who would be able to increase sales as a direct result of the knowledge gained at the session. Attending representatives were equipped to offer customers services that support and blend into existing and new product solutions.

SOLUTION-BASED SALES TRAINING

- **SERVICES SALES SUCCESS WORKSHOP**
This workshop presented strategies to help sales representatives:
 - Become comfortable with multiple selling strategies
 - Work collaboratively during the selling cycle to better understand the overall needs of customers
 - Demonstrate value of services and respond to resistance to the total solution

After these strategies were mastered, the sales representatives could effectively sell services in a normal conversational mode while engaged in customer consultations.
- **MISSION-CRITICAL SALES WORKSHOP**
This workshop enabled sales professionals to understand the services that were critical to each client. The sales professionals then offered suggestions for services that could enhance the IT manager’s success. As part of the workshop’s training exercise, sales representatives analyzed customer scenarios and presented value propositions of their solutions to the instructor.

To support these training options, Integrity provided the following services:

- Course development
- Stand-up instruction, where appropriate
- e-Learning methodologies (webinar, web-based, CD-ROM, blended)
- Classroom coordination and administration
- Training presentation editing (in Microsoft PowerPoint format)
- Animation enhancements
- Transcriptions



*Rapid,
Economical,
Predictable*
**CONTENT
SOLUTIONS**

- Marketing communications
- Content and learning management implementation
- Quality assurance (usability, messaging, branding, formatting, and standards enforcement)

BUSINESS BENEFITS

Outsourcing the training solution development to Integrity had a positive impact on the client's business operations. This highly successful program resulted in:

- Extensive increase in employee, partner, and customer awareness of service portfolio offerings
- Substantial growth in point-of-sale and services attach rates
- Significant integration and synergies between product and service sales organizations
- Increased revenues from installation, configuration, setup, and managed services for calendar year 2004

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ABOUT THE INTEGRITY GROUP

Since 1994, The Integrity Group has partnered with our clients to deliver the highest quality business and technical documentation, corporate communications, multimedia productions, and e-learning solutions using our proprietary REP MethodologySM (Rapid, Economical, and Predictable). Our REP Methodology streamlines processes, condenses development timelines, ensures the highest quality deliverables, and delivers enhanced customer experiences, all at a substantial cost savings.

For more information about The Integrity Group, please visit www.go-integrity.com or call **1-877-955-0707**.