



# PRODUCT TRAINING FOR A DISTRIBUTED SALES FORCE - **INFOPRO'S PRODUCT KNOWLEDGE WORKFORCE PERFORMANCE SOLUTION**

LEADING GLOBAL MEDIA COMPANY

PRODUCT KNOWLEDGE  
WORKFORCE  
PERFORMANCE  
SOLUTION BY INFOPRO

About the Customer

This customer is one of the world’s largest media/marketing/publishing companies in the world. This company has over 31 thousand employees throughout the world and many of which are remote workers working from home offices. With a background in traditional print publication, this company has been transitioning over the past decade into more of a digital company. Instead of selling advertising in their print publications, they have transitioned into offering services like SEO, Ad Space Marketing, and Digital Advertising.

The Sales Force for this publishing company was spread across the globe and divided into multiple Lines of Business which sold overlapping products and services. These separate groups joined together to address the problem that they faced with Product Knowledge Training and approached InfoPro Learning for a solution

The Customer’s Need and Challenges

After conducting sporadic assessments of sales people across these divisions, it became evident that there was a significant divide among the sales team between the top 10% of sales people and the rest of the team. After further investigation, one of the strongest correlations tied to Sales Performance seemed to be core Product Knowledge and also the ability to recall and communicate features and benefits of the products.



**InfoPro Learning’s Sales Product Knowledge Workforce Performance Solution was applied to create product trainings for the entire product and service portfolio at this Fortune 500 media company.**

**Understanding the problem was an important first step, however, addressing this problem would be very difficult for the following reasons:**

- The Sales Force was distributed geographically.
- The Sales Force was divided into separate lines of business and although they sold common products and services, there were subtle differences across the teams.
- The demographics of the sales team was very diverse:
  - a.** Some sales people had been with the organization from the time that they were selling conventional print advertising. Digital Marketing concepts were very foreign to these people.
  - b.** Some sales people were younger and while the digital landscape was more natural for them, their lack of brand affinity and inability to communicate brand value hurt their performance.



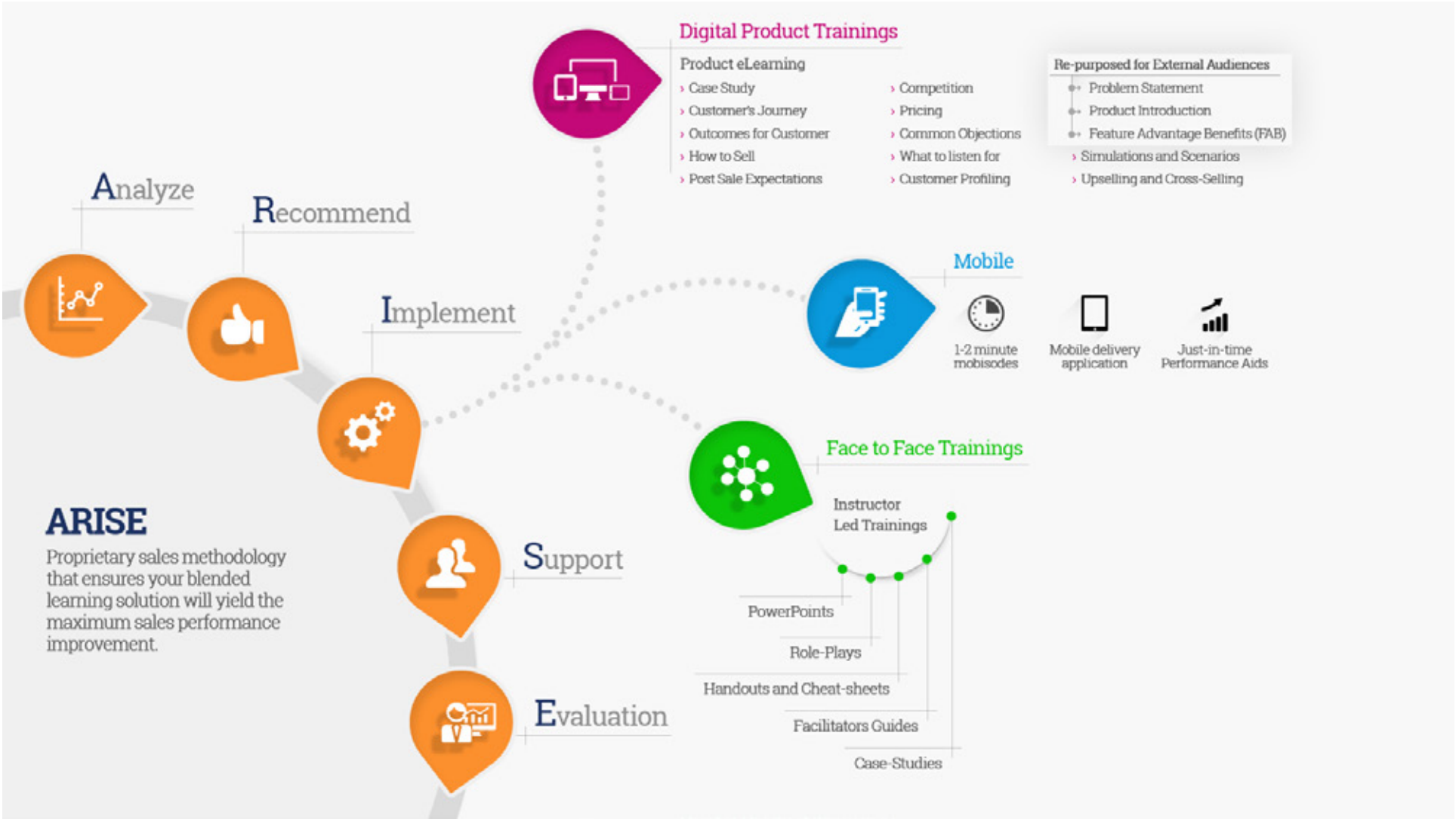
# THE INFOPRO SOLUTION



# THE INFOPRO SOLUTION

As InfoPro worked with the customer to understand this problem, we determined that the need was an excellent fit for InfoPro’s Sales Product Knowledge Workforce Performance Solution (WPS). This workforce performance solution would not only solve the challenges that the customer was facing, but it would also maximize the impact that this exercise had on sales force performance.

**The Sales Product Knowledge WPS, is a combination of InfoPro’s “ARISE” Workforce Performance Consulting model with InfoPro’s proven Instructional Strategy specific for Product Knowledge Training.**



Sales Product Knowledge Workforce Performance Solution InfoPro Learning has created a turnkey approach for unlocking the potential of your salesforce through its comprehensive Workforce Performance Solution for sales product knowledge. Using the proprietary “**ARISE**” model, InfoPro will produce quantifiable sales performance improvement. This multi-disciplinary approach blends Sales Skills, Product Knowledge, and Brand Affinity leveraging techniques like mobile, social, and role-play based learning to form a customized blended learning solution.



**ARUN PRAKASH**  
CHIEF LEARNING STRATEGIST  
AT INFOPRO LEARNING

*“Having worked first hand in the Sales and L&D community, I truly understand the hardships of effectively training a sales force. What I have found to be most rewarding in the Challenger Sales world we live in, is investing in product knowledge before all other areas. Sales processes and closing skills are definitely valuable, but content is king. Customers want to know they are working with someone who can give them more information than what they could simply find online.”*

A group of business professionals, including men and women, are gathered around a table in a meeting. They are looking at a laptop screen. The image is overlaid with a semi-transparent blue rectangle. The text "ARISE IN ACTION" is written in white, bold, uppercase letters in the center of the blue rectangle.

**ARISE IN ACTION**

# CUSTOMER TESTIMONIAL

## LEARNING PROJECT LEAD

*"We decided to work with InfoPro because they had the most comprehensive solution. Not everyone in our team learns the same way and InfoPro's solution was a great match for that diversity. Also, we really liked having 3 months of scheduled consultations with InfoPro after we launched the course. Although we only made small changes, it seemed to make a big difference for our sales team."*

InfoPro's ARISE model began as we conducted a comprehensive analysis exercise with the customer wherein we travel to multiple customer locations to meet sales managers, L&D leaders, and sales people. We conducted massive surveys and assessments which helped us gauge knowledge gaps and also helped us gain appreciation for the diversity of the sales force.

We completed this analysis phase and prepared a detailed recommendations document which addressed the key findings of the analysis and a plan for the Product Trainings which would not only address the diversity of the sales team but would also maximize the ROI of the program via boosting sales performance. This recommendations document summarized the blended learning approach which would be taken in the implementation phase of the ARISE model.

InfoPro utilized our proven instructional model for Product Knowledge Training and customized it with the content and unique aspects of the customer's products and services.

The output of the implementation phase was a series of eLearning courses, mobile learning videos, ILT materials and technology to support the delivery of these assets.

**InfoPro supported the customer during the 90 day rollout of the program to the sales force, making valuable changes as the sales force expressed feedback.**

Finally, InfoPro evaluated the impact of the Product Knowledge Training on the sales force. We found that the learners scored much higher on the Product Knowledge assessments and were much more capable of communicating features, advantage, and benefits of the product.



# THE PERFORMANCE IMPROVEMENT

## THE PERFORMANCE IMPROVEMENT

InfoPro’s Sales Product Knowledge Workforce Performance Solution was instrumental in our customer’s ability to boost sales force performance. Sales people expressed their appreciation for the mobile learning components of the solution as they were able to use these small mobile trainings as “quick refreshers” on features and benefits of the products as they were out in the field. Overall, the sales team’s Product Knowledge grew drastically and their sales performance was boosted in a quantifiable way.



## THE BOTTOM-LINE

**InfoPro’s Sales Product Knowledge Workforce Performance Solution increased Product Knowledge with the global sales force and boosted Sales.**



# **THE INFOPRO DIFFERENCE – LEARNING FOR PERFORMANCE**

# AWARDS & RECOGNITIONS

- 2014 & 2013  
*TrainingIndustry.com  
Top 20 Content  
Development Companies  
List*
- 2014 & 2013  
*TrainingIndustry.com  
Top 20 Training  
Outsourcing Companies  
List*
- 2013 CLO Learning In  
*Practice Silver Award*
- 2012 Brandon Hall  
*Gold Excellence Award for  
Content Development*
- 2012 Brandon Hall Gold  
*Excellence Award for Best  
Advance in Social Learning  
Technology*

## INFOPRO LEARNING – THE RIGHT CHOICE

InfoPro Learning helps organizations rapidly transform talent by focusing on Learning for Performance.

A global, award-winning learning and training solutions company for almost 20 years, InfoPro provides performance improvement strategies, blended learning solutions and managed training programs. At InfoPro, performance innovation, cutting-edge technology and a talented team are combined to deliver successful workforce solutions and business outcomes. InfoPro Learning is obsessed with helping customers build training capacity, advance their practices and respond effectively to changing learner needs.

For more information about InfoPro Learning, Inc., visit: [www.infoprolearning.com](http://www.infoprolearning.com), call (609) 606-9984 or email us at [info@infoprolearning.com](mailto:info@infoprolearning.com)



Performance  
Improvement  
Consulting



Learning  
Framework



Learning &  
Development



Learning  
Platforms



Training Delivery  
& Management