

Landen Consulting Case Study: Training Design & Development (Instructor-Led Training)

The Challenge:

The client was initiating a major strategic change and was preparing to drastically overhaul & expand their business model. A key enabler for the new business model was a major new software system being delivered to the client's countrywide sales force; the new system would cause integral changes to several critical business processes. The entire field sales management team was tasked with supporting their frontline sales force through this change; specifically, the field sales managers were being given a major new job role: to serve as technology consultants, helping their sales force integrate the new technology-enabled business model (and accompanying software system) into their existing operations. In addition to their existing sales management duties, the field sales management team had to acquire a 'business/technology integration consultant' skillset in order to lead their sales force through this business change.

The challenge: Develop a training program to enable 1100+ field sales managers, with varying technical skill levels, to become technology-savvy business consultants in order to lead their sales force through the transition to a new tech-enabled business model.

The Solution:

We developed a 2½-day instructor-led workshop which equipped field sales managers to become technology consultants to their sales agencies via a mix of soft-skills training, technology training, and hands-on practice & action-learning opportunities. During the workshop, the sales managers:

- Received an overview of the entire technology solution being provided to their sales force.
- Learned how to serve as a troubleshooting resource for their sales agents.
- Practiced accessing online diagnostic tools to evaluate the skill level and training progress of their staff.
- Performed key business processes using the new system to understand their agencies' perspectives.
- Familiarized themselves with the on-the-job consulting support tools that would be used to facilitate conversations with their sales force.
- Completed case studies to become prepared to handle a variety of consulting scenarios.
- Reviewed business indicators for their sales agencies and developed customized action plans for consulting with each agency in order to support the integration to the new business model.

The Results:

A post-assessment was included as part of the workshop, the average score was 88% (passing score was 80%). The training initiative was widely perceived as successful and the technology-consulting workshop served as a solid foundation for a successful launch of the company's new business model. We were retained to develop additional tools and training to support the next phase of the business model implementation.

For More Information:

For more information on the services available from Landen Consulting, call us at 847.604.8697, or visit us at www.landenconsulting.com.