

Tools used in Development

Articulate Rise

Client

Chatham Hill Winery

Executive Summary

Sales representatives are hired and trained on the job where they receive a lot of information, quickly. Once they train in 2-3 markets, they are given a market to sell at individually. Markets are fast paced. Sales representatives are approached by wine experts as well as individuals who have not tasted the wine. After a few markets sales typically plateau. The Regional Director wanted to create a short training to provide sales tips when sales plateau.

Challenges

Sales representatives live and work throughout the state. Many have a second job. Additionally, the Regional Director would prefer in-person training but understood the logistics constraint and hesitantly agreed to eLearning.

Solution

A needs analysis was sent via email survey to the sales representatives. Responses determined that most had settled in a pattern (same display, sitting, using phones, etc). The focus of the training was to provide ideas that could be implemented so the sales representatives would boost their sales.

Results

Participants who completed the course successfully reported a 20% increase in sales.