

Dealer/Distributor Training

The Challenge

Organizations that sell product through dealers or distributor networks have unique training challenges. They are:

- Dependent upon sales skills of external personnel to sell their products.
- Expected by distributors to train distributor personnel on products and industry.
- May have frequent turnover among distributor personnel, over which they have no control.
- Dealers and distributors may sell competitive products.
- May be challenging to coordinate distributor processes with company's internal processes for product samples, fulfillment, etc.

These factors can determine success or failure for a product company that is dependent upon a distributor network. The challenge is to reach down through the distributor organization to reach the sales personnel and ensure they are presenting the products and working with customers effectively, to ensure successful sales.

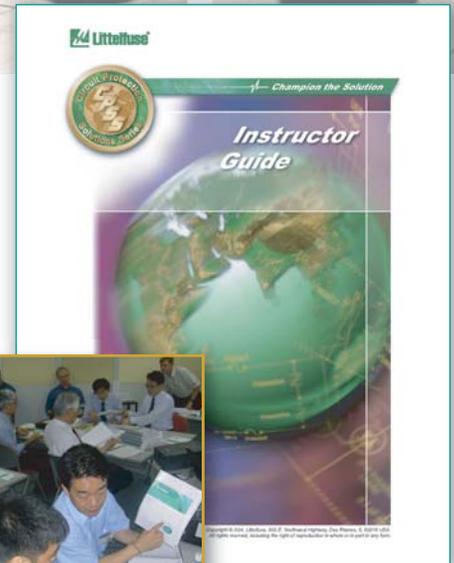
The Solution

A comprehensive, consistent, and cost-effective product sales training programs, delivered online or in a self-study blended learning format. Such a system allows a product company to directly train their distributor's sales personnel, and provide consistent product information to all new hires, regardless of location or time. Such a system provides real-life scenarios, to engage the learner in relevant situations, and ensure they can actually sell products in the approved manner.

The Benefits

- Consistent - ensures that every person obtains the best quality instruction, and achieves the necessary product knowledge and sales skills.
- Timing - can be delivered immediately, on the first day of hire if desired, instead of waiting for a class to be scheduled.
- Tracking - distributor personnel can be monitored to see how frequently they obtain training, and how well they perform on it.
- Flexible - may be frequently updated to stay current with company developments.
- Low cost - as low as \$10 per learner or less.

Littelfuse manufactures a wide array of electronic circuit protection products, which use a variety of technologies, and sells them worldwide through an extensive and complex dealer/distributor network. When they acquired a competitor, they needed to not only train their distributor network on the new products, but to cross-train their own internal people on the new product line, and vice versa. Being a global company, training was needed in the U.S., Europe and Asia-Pacific. Cedar Interactive developed a 5-day scenario-based training course using small groups, which was delivered by product managers themselves. It kept sales personnel fully engaged, and ensured they could sell Littelfuse products in a consultative manner.



USG (formerly United States Gypsum) sells construction materials through a network of distributor-owned contractor supply houses. These distributors carry a wide variety of competitive products. USG was interested in increasing market share by having distributor personnel "upsell" customers to a better quality USG product. To this end, Cedar Interactive has developed elearning modules, that are scenario-based, and not only teach distributor personnel about USG products using scenarios, but also teach them how to install products as a value-added service so they can better understand their customers needs, and make appropriate suggestions.

