

GLOBAL LEADER in

CLOUD INFRASTRUCTURE & DIGITAL WORKSPACE TECHNOLOGY

partners with Origin to enrich their sales training program



Company

A global leader in cloud infrastructure and digital workspace technology.



Objective

Transforming and enriching the existing sales training material to an online course to boost course completion and grow sales.



Client Base

Clientele includes renowned names in the Fortune 1000 List.



Solution

Using interactive video simulations as a core solution, Origin developed an online sales training program.



Employees

20,000 employees.



Impact

- Boosted course-completion rate by 20%.
- Positive feedback from learners.
- Exponential growth in sales.

The Client

One of the most trusted and popular names in virtualization software and business mobility services. The client counts some of the top names in the Fortune 1000 List in its clientele. With over 20,000 employees and a global presence, the client reported a revenue of \$1.98 billion for the third quarter of fiscal 2018.

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We have partnered with Origin Learning Solutions on a number of projects and they have always delivered on their promise of creating engaging and effective learning solutions.

- Senior Learning Leader

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The Challenge

Enriching existing training material and converting it into a result-driven online training program.

The client had a strong proprietary sales technique in place that focused on training their sales representatives into powerful sellers. The client had been using a time-tested instructor-led training material to train its sales personnel. The client had two key requirements:

- 🔄 Revamp and enrich the existing training material into an online training program.
- 🔄 The enriched course should boost course-completion rates and drive sales.

A Creative Solution

The joy of working on a project is brainstorming to find a solution that solves the client's requirements.

The target audience for the training program comprised individuals with some experience in sales. A majority of them also accessed learning content via their smartphones. The key here was to deploy a solution that would hold interest, engage learners, and meet the desired learning outcomes. After a fair bit of brainstorming, we decided to use an Interactive Video Simulation as a key component of the training program.



In training, videos are generally used as non-interactive elements that present a demo of what is being taught. Origin opted for an interactive video simulation that would allow sales reps to observe a simulated sales scenario and learn to sell better.

The simulation has a user-friendly interface that allows learners to evaluate a real-world scenario. The scenario (video) depicts a conversation between a potential senior-level client and a sales rep. The video is segmented based on the steps of the client's proprietary sales methodology.

Learners have an opportunity to objectively observe the verbal and non-verbal cues, steps in the sales process, and interactions between the client and the sales rep to identify appropriate or inappropriate behaviors at each step of the selling process.

They are also prompted to identify the reason why a specific behavior is effective or ineffective and receive constructive feedback for their choices.

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The senior leadership team of Origin are experts and come with strong knowledge in the eLearning space, and they have built a lot of credibility with us over the years.

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The video is spliced into time capsules that map to the selling process. Learners can evaluate the conversation at any point in the discussion. They can provide feedback sequentially for the steps in the sales process or choose to provide feedback for a specific step by accessing the appropriate video segment. Learners can also use this simulation as a refresher for any step of the sales methodology.

The simulation provides both evaluative and descriptive feedback to learners. Providing specific feedback helps learners focus on the details and ensures that the transfer of learning from the program to the user is complete and effective.

The Impact

Improving learner satisfaction, boosting course completion rates, and driving sales.

The simulation addresses a critical gap in the digital learning paradigm. Digital learning works well for teaching concepts – both technical and behavioral.

However, implementing these concepts in a real-life situation, where there are numerous environmental variables, cannot be simulated in a digital course. So, while the learners know the concept, they do not know how and where to apply it in real life. For example, while the steps in a sales process can be taught in a digital course, it is difficult to teach how to implement those steps while making a sale in real life – where the flow of events is continuous and not controlled.

The simulation addresses this gap using the experiential process of learning. The simulations are included as part of the client's sales training programs. Offered to both sales reps and the client's channel partner sales staff, the program improves their ability to sell products and solutions and bring quantifiable business benefits.

- ↻ Partner completions for accreditations have increased steadily over the last 3 years.
- ↻ Post the deployment of the new sales program, sales have grown by 11%.

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