

Customized Training Content Bridges Gap Between Sellers and Highly Technical Products for Global Internet Privacy and Security Company

CHALLENGES

Highly technical products

Gaps in product knowledge

Need for flexible and SCORM-compliant content

KEYS TO SUCCESS

L&D specialists and technical writers

Custom eLearning modules

Explainer animations

Situation

A global internet privacy and security company needed help creating sales-friendly training and product positioning content for its highly technical products. Selling primarily through value-added resellers (VARs) and internet service providers (ISPs), each staffed by the reseller's sales teams within their own call centers, the client lacked consumable content for its highly technical products. Because of this gap, frontline, customer-facing staff struggled to understand and convey product information, features, and benefits effectively to customers. The client asked MarketSource to create sales training modules and overviews that would guide reps in selling 10 different products. The modules needed to be updated and flexible and the content to be SCORM (shareable content object reference model)-compliant to ensure its integration into any learning management system (LMS). MarketSource's dedicated learning, training & development (LT&D) team and its ability to create customized training content in our clients' timeframe was attractive to the client.

Solution

MarketSource's LT&D team—consisting of L&D specialists and technical writers—developed customized eLearning modules for each of the client's products, as well as live, in-person training content. This included participant and leader guides and product positioning.

To demystify and translate the highly technical products in ways that would foster comprehension and retention, they employed and incorporated explainer animations into the training modules. The team applied an adult learning methodology to content development to ensure the modules would appeal to multiple learning styles.



SCORM-
compliant,
customized
content

Results

MarketSource developed and delivered SCORM-compliant, completely customized, sales-ready content. The training content bridged employees' knowledge gap and empowered them to translate the value propositions for the client's highly technical products to customers in a meaningful, accessible way.



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MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and retail environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.