

CASE STUDY

New Product Sales Training

CHALLENGE

Our client is the world's leading provider of Content Delivery Network (CDN) services—essentially, they help make the Internet fast and secure. One of their biggest ongoing challenges happens whenever they release a new product and they need to teach their partner organizations how to sell it. Therefore, the company was looking to develop an engaging and innovative product training solution that made highly technical content more accessible and memorable for their channel sales people. Since this was a global initiative, they also needed a partner that could deliver an innovative solution across divisions and countries.

Cloud Security

Leading provider of cloud services for delivering, optimizing, and securing online content and business applications.

Lost revenue, brand defamation, and data breach are increasingly difficult to protect against and increasingly costly to businesses.



Company A

A successful banking company wants to guarantee security, maintain 100% availability, and mitigate all DDoS attacks.

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SOLUTION

Our innovative training solution used a simulation-based audio and video curriculum to educate salespeople and dealers on new products while strengthening essential sales skills, such as active listening and customer needs analysis. We suggested some unique components that, during the course, enabled learners to identify promising customers and practice matching them with the company's products. We also built in social learning elements, allowing learners to share their questions and insights on discussion boards.

RESULTS

Not only did we help the company's sales representatives gain in-depth technical knowledge of new products, we simultaneously built up their skills and confidence in communication, customer analysis, and consultative sales. All of these elements combined to create a highly relevant and engaging training program that gave sales reps essential knowledge as well as a sense of personal ownership of the content, allowing for quick adoption and enthusiastic implementation.

Our course proved to be so effective that the company returned to AllenComm for additional projects, trusting our 35 years of experience for some of their most important ongoing training initiatives.