

CASE STUDY

Customizing New Hire Training Programs

Client

A world leader in the invention, development, and manufacture of the industry's most advanced information technologies

Business Challenge

The Client needed to revamp their new hire product training based on negative feedback from participants and results. Once on the job, new hires were averaging 40% below quota for their 30-, 60-, and 90-day revenue targets as a result of insufficient product knowledge.

Solution

The Direct Alliance training team worked with the Client to obtain product documentation and customized the final solution over the course of four weeks. They identified target product categories, individual product SKUs, features and benefits, and sales skills as key opportunities to yield maximum revenue success. The final curriculum included a 50% increase in hands-on learning, 100% increase in resource utilization, sales-focused role plays, and customized testing to ensure fluency in key components.

Metrics

Direct Alliance's customized solution exceeded the Client's expectations. The Client experienced a 20% increase in satisfaction rating from participants, and 63% fewer new sales representatives cited product knowledge as an obstacle to success. Revenues from new hire training graduates increased 30% quarter-over-quarter. Across all sales representatives, the 90-day revenue goal attainment averaged 100%.