



# Product Training Aligned with Sales Methodology

An Intuition  
Case Study

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# ABOUT THIS CASE STUDY

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Our client, a leading global manufacturer of medical diagnostic equipment, underwent a comprehensive sales enablement effort.

They transitioned to a value-based sales model which necessitated a complete re-think and re-engineering of the company's outdated and misaligned product training library.

The mobile work force also needed to access training while on the road, during downtime and in preparation for meeting with customers.

To align product knowledge training within the framework of their new sales methodology, Intuition designed and developed 10 hours of interactive customized sales product eLearning across 6 product families for deployment to the client's mobile sales force through PC's and iPads over the past 2 years.

## **Product families included:**

Thermometry, Blood Pressure Cuffs, Physical Assessment, Vital Signs, Cardiopulmonary, and Eye and Ear Care.

# OUR WORK

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Some of our work with the client included:

- A strategic review of the existing curriculum and modules to assess their alignment with the new sales model
- Design of the product training curriculum as well as a framework to guide the content and structure of modules
- Partnering with company subject matter experts to design product training and integrated selling scenarios aligned with the sales model





# A NEW SALES METHODOLOGY

Intuition's approach is guided by three decades of practical experience

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A key part of developing the new training was to reinforce and incorporate the new sales methodology.

The outcome was a new sales process diagram, which also included a custom interactive infographic that was used as a prominent visual element throughout the curriculum.

This created a strong memory trigger that helped the user to keep track of the sales process throughout each course, when it appeared at strategic points in each module.

Our expertise.  
Your story.

## THE PROJECT

The curriculum included a rich suite of interaction types to engage the user and provide a dynamic level of information architecture.

Users were able to click hotspots to display relevant information, such as the functions of different buttons on a device, and explore complex tables and diagrams.

Customized rich media was developed to demonstrate complex body systems to show basis for the use of products. Understanding these body systems was paramount in communicating with physicians the effective use and benefits of their products.



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# RESULT

Thus far, the comprehensive effort has resulted in decreased time to productivity of field sales representatives by 1 week. The modules were used as pre-work ahead of hands on classroom training. The product training allowed instructors to focus on more in-depth and expert level information and provided specific practice using the devices.



# ACCELERATE YOUR EMPLOYEES' PERFORMANCE



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