

Case Study:

Golden Harvest Creates Custom Sales Training With ej4



An HSI Company



Golden Harvest needed a timely solution that could train their team on the fly

The Challenge

Golden Harvest faced challenges in the seed industry. Large competitors dominated the seed market. Sales trends were flat and new customers were hard to acquire. Selling through a front-line sales force made up of part-time farmers/dealer sales representatives. Golden Harvest was competing for their attention and mindshare.

Using in-person meetings to develop salespeople had become unrealistic and costly. With enormous geographical territories, district sales managers and their sales reps often had to drive for hours to reach a common location. People were just too busy to spend this much time developing their sales skills and tactics, so they simply didn't buy in and do it.

Golden Harvest needed a timely solution that could train their team on the fly - whenever, wherever.

THE SOLUTION

Golden Harvest turned to ej4 to create product-specific and seed-selling-specific video-based training that could be delivered and accessed from any mobile device. They had a training solution that was convenient, practical, engaging, and was able to be delivered to dealers with and without high-speed internet access.

In a flash, sales reps were consuming important courses, reinforcing the lessons by taking exams, and would discuss strategies and thoughts with their district sales managers on conference calls and in meetings.

ej4's custom video solutions were a set of curricula for three levels of seed dealer certification, as well as a host of electives covering seasonal calls and special development needs.

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Overview of Their Solution

Custom Content

Completely custom content focusing specifically on Golden Harvest, their products, and their sales approach to customers.



Targeted Training

45+ courses in sales, advanced sales, field staff training, electives, and Agronomy Up Front®.



Far-Reaching Curriculum

Courses were used for training, coaching, refresher learning, sales meetings, performance support, and many other important avenues within the organization.



Accountability

Readily accessible DSM tracking report on course views and test results for every sales representative.



THE RESULT

According to Golden Harvest's head of Western Division Sales, David Dam, they were able to secure 4,500 new customers (their previous record had been 1,650.) According to Dam, "Our salespeople have more confidence knocking on doors, and have vastly improved their sales skills,"

through their custom training solution with ej4. "It has taken us three calls less per customer to sell them on our products, and I tie a lot of that into the training. It was the best year in the company's 117-year history."

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Summary of Success



Mobile training provided reach and accessibility for dispersed workforce



Tailored content helped sales reps feel more confident and capable



Custom solution results in higher customer acquisition through fewer calls



Solution resulted in the best sales year in company history

Since 2004, ej4 has delivered the unexpected in the eLearning industry. We help companies positively impact employee behaviors and business outcomes through our complete learning solution. We apply proven research on training, creative design, and human behavior to create off-the-shelf training videos, an LMS with authoring tool, personalized support, and custom content services.

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