

## dyson

\$2 billion global brand increased channel sales from \$50 million to \$150 million with Mindflash.

### Overview

#### Situation:

Dyson sought out an innovative approach to scaling and improving product and brand training for its large reseller partner network.

#### Solution:

Mindflash was selected to solve the company's multi-million-dollar reseller training challenge. Dyson's Mindflash-hosted training program has been recognized as a critical driver in the company's top-line and bottom-line growth.

#### Results:

Dyson U.S. Increased sales in core partner stores from \$50 million to \$150 million.

“  
With Mindflash, we can show everyone how to do something the Dyson way, and then make sure that everyone is equipped to do it.

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**Jesse Hartigan**  
U.S. National Training Manager  
Dyson

### Situation

Frustrated with a vacuum cleaner that lost its suction, James Dyson founded Dyson from a coach house in the southwest of England. Some 5,127 prototypes later, he perfected the technology behind the world's first vacuum that didn't lose suction. This internationally recognized innovator has grown to \$2 billion global enterprise, holds over 3,500 patents for 500 inventions, and sells Dyson technology in more than 60 countries. Dyson landed in the U.S. in 2002, and hasn't looked back. From their U.S. headquarters in Chicago's River North, Dyson determines how to communicate and spread their technology across the U.S.

In 2013, Dyson had several divisions of their business that required more sophisticated training. The company had thousands of people to train across the country demoing their vacuums in

retail locations. One of the third-parties that Dyson worked with had a demo workforce with a \$2 million sales goal ... that they weren't hitting. They had to educate thousands of resellers each year in the company's advanced technology, and keep them up-to-date on new product releases.

This was multi-million-dollar challenge. How could the company track and manage the quality of the third-party company's messaging and demo process?

## Solution

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Dyson implemented Mindflash and found it to be a highly-effective, multi-faceted solution to their business issues. They utilized Mindflash's course completion and quiz score information from their third-party resellers to determine that the money was best spent on internal initiatives. They added online training initiatives for resellers, and a mobile training component for brand awareness.

Today, Dyson has built out a comprehensive, blended training program that includes online training, live training for new product launches and brand-evangelism training. Mindflash is recognized as a critical driving factor in the continued growth of the company, and has helped their bottom line significantly.

## Results

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Consistent messaging on key products and branding throughout Dyson channels



Implemented a large-scale reseller channel training program, and tracked its effectiveness, with limited staff and budget



Increased sales in core partner stores from \$50 million to \$150 million

Questions? Call us at [+1.877.771.1900](tel:+18777711900)