

## Targeted Training Delivers Massive Results

### GOAL

Motivate Reps to sell a Global Technology Firm's products through education.

### APPROACH

Empower their Business Units (BUs) to lead their channel engagement programs with targeted training and education modules within the ChannelAssist platform.

### SOLUTION

To increase sales on their SKUs and create brand ambassadors for their organization the BUs understood that educating reps on the functionality, features and benefits of their products was paramount.

They launched a series of incentivized training within the ChannelAssist platform to motivate reps and arm them with the product knowledge required to drive additional revenue growth.

### *Communication, Gamification & Rewards*

To ensure successful participation, ChannelAssist created a strategic campaign that deployed a multitude of email communications to the reps with information and a link to a customized splash page.

A key differentiator was that reps received more incentive dollars when they complete a series of training modules. In addition, the training was gamified using fun, interactive puzzles and spin to win prizes which boosted participation, product retention and engagement.

339

% INCREASE

In New Revenue

18

% INCREASE

In Average Deal Size

236

% GROWTH

In Rep Participation

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The greatest revenue increase and cumulative channel units sold came from partners that followed the training.

The additional incentive dollars also led to increased satisfaction in the overall engagement program with 89% of reps saying their SPIFs were preferable when compared to other vendor's programs.