

IMPROVING RETAIL SALES STAFF PRODUCT KNOWLEDGE THROUGH E-LEARNING

The Story of Enzymedica and Intelladon



Selling Products Through a Retail Sales Force

Enzymedica manufactures enzyme formula products. Its sales channel consists of a traditional retail-centric model in which the Enzymedica products are distributed to consumers through more than 4,000 natural food, health and nutrition stores in the U.S., Canada and South Africa. Over 30 distinct products, each with its own unique therapeutic profile, are available.

In order for Enzymedica products to be sold, consumers need to be educated by the retail sales force about the merits of enzyme-based supplements. The training process must be very cost-effective and ongoing.

The High Cost of In-Person Training

More than 60 field-based professionals were focused on educating retail sales staff about the various health benefits of enzyme formulations. Additionally, these field-based representatives promoted the company's product line and actively interacted with retail sales personnel to continually reinforce the many health issues that can be successfully addressed through enzyme therapy products from Enzymedica.

Enzymedica had regularly organized half-day product training conferences where qualified trainers from their corporate offices in Port Charlotte, Florida, were flown in to train the sales staff from independent nutritional product retail outlets that carry the Enzymedica product line. The retail outlet sales personnel would attend at no cost to them.

Obviously, these training programs were very resource intensive and costly. Furthermore, it was a challenge to get maximum ROI from the training investment due to the high rate of attrition among the retail sales staff. If an Enzymedica-certified salesperson accepted a job offer outside the industry, the training dollars invested by Enzymedica were permanently lost.

E-Learning Offers Flexible Options

Enzymedica turned to Intelladon to build an e-learning solution that would deliver content-rich training that featured multimedia integration, using DVDs as the primary medium. Intelladon selected the NetDimensions EKP learning management system (LMS) and the Articulate authoring tool to create the Enzymedica solution.



Executive Summary

The Challenge

Reduce training costs and increase product knowledge associated with educating a retail sales force spread across two continents.

The Solution

Intelladon Services
Selection, Implementation,
Custom Content and Support

Learning Solutions

NetDimensions EKP and Articulate

The Result

An e-learning solution that inspires the retail sales staff to continually engage in the training process and improve their productivity

The retail sales force can learn about and understand the Enzymedica product line in a self-paced environment of their choice. The customized digital training content has also been repurposed by the company as web-based content, along with additional e-learning content, assessments and performance tracking tools.

Enzymedica can test and certify the sales teams at the store level, as well as update the training materials in real time to reflect additional e-learning content from new product launches, updated research and product advancements.

Saving Money, Improving Product Knowledge

The result is a significant cost savings for Enzymedica. The robust delivery of targeted e-learning management system training content in DVD and web format allows for very efficient retail sales training.

The superior quality of the learning experience provided through the use of video, graphics, sound and highly engaging e-learning content inspires retail sales staff to continually engage in the training process and greatly improves the return on investment of the entire training experience for Enzymedica and the retail sales personnel.

About Enzymedica

Enzymedica offers the most effective enzyme products available to the public. They use the expertise of doctors, researchers and clinicians in formulating each product. Enzymedica is proud of what it has to offer the public, namely therapeutic enzyme supplements that have been health-professional proven.

E-learning Tips for Sales Teams:

- Modularize your content into short segments.
- Develop content that is interactive and engaging.
- Generate excitement about your new e-learning program through marketing promotions to the sales team.
- Keep the momentum going by sharing metrics resulting from the e-learning, such as improved product knowledge, higher percentages of certifications and increased sales.

More About NetDimensions EKP

NetDimensions EKP is an LMS used by organizations to manage:

- Performance appraisals
- Training programs
- License and certification requirements
- Competencies
- Compliance initiatives
- Succession planning

Whether your organization is starting a departmental pilot or rolling out a global installation, NetDimensions' EKP LMS is secure, reliable, easy to use and quick to implement.

More About Articulate

Articulate offers e-learning software tools that empower anyone to quickly and easily create engaging courses, presentations, quizzes and surveys.

Articulate Studio Pro 09 lets nontechnical users create e-learning courses by adding narration and interactivity to a standard PowerPoint® presentation. With the click of a mouse, your presentation is transformed into a compelling Flash-based course.