

Feeding the Bottom Line

Kraft Heinz

Client/Location

The Kraft Heinz Company/
Pittsburgh, PA and Chicago, IL

Project

Training new hires on how to
become better salespeople

Highlights

- Developed a six-month training program, embedded in the client's intranet
- Involved tangible and intangible aspects of the company's operations – people and processes
- Created a game to enhance the end-user's learning process



Mastech Digital is a certified minority supplier with the National Minority Supplier Development Council.

Multinational food manufacturer required immediate assistance for a new-hire training project

Client Challenge

The Kraft Heinz Company engaged Mastech Digital to design a nationwide training plan for its new hires. The client needed its newly-hired Sales Representatives – frequently new college graduates – to quickly master its extensive line of products, as well as understand the complications of the food service industry.

The Human Resources and Sales Training departments agreed that a centralized training plan was needed to decrease turnover, increase morale, increase overall sales, and provide a consistent development plan for its sales force.

Mastech Digital Solution

Mastech Digital conducted interviews of HR and sales personnel and held focus groups to determine best practices. Mastech Digital then developed an Intranet-based six-month training plan which provided a detailed list of daily lessons for the first 30 days, and weekly lessons for the following five months. The plan consisted of activities, discussions with experienced personnel, and recommended reading materials. The plan also linked to materials on the company's Intranet, where appropriate.

Mastech Digital also developed and incorporated an online game to emphasize key learnings. Additionally, Mastech Digital created support materials for managers to ensure the new hire's development was encouraged appropriately.

Outcomes

The client invested in Mastech Digital and received the following deliverables:

- Online resource tool that provided a six-month training plan and easy access to many of the required training materials.
- Online game to stress the essential concepts
- Paper-based user's guide that outlined the six-month plan
- Coach's guide, both Intranet and paper-based, for the new hire's managers

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