



Going beyond borders.



A nationally-recognized supplier of industrial Maintenance, Repair, and Operations (MRO) supplies required immediate assistance for an international training project

### Client/Location

Grainger/Lake Forest, IL

### Project

Training an offshore audience on basic selling skills for the company's product line

### Highlights

- Designed and developed a training program catered to the China market
- Understood and incorporated international concepts to overcome cross-cultural learning differences



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

### Client Challenge

Grainger expanded their selling efforts into the People's Republic of China. The expansion created a need for training sales representatives and sales managers on basic selling skills as well as the company's product line. The company has a program it uses for training sales representatives in the U.S., but the royalties involved and problems with translation rights made using that program in China impractical. The company engaged Mastech Digital to develop an entirely new basic selling skills course for use in China.

### Mastech Digital Solution

Mastech Digital provided two instructional designers who worked with the client's subject matter experts to create the training.

Mastech Digital partnered with the client to:

- Design and develop a two-day instructor-led class on basic selling skills for the China market
- Design and develop group activities and discussion questions to clarify and reinforce the content
- Incorporate cross-cultural concepts to overcome differences in how westerners and easterners learn
- Create the following components:
  - Instructor Guide
  - Participant Guide
  - Slides
  - Coaching Guide
  - Job Aid

The Coaching Guide was designed to help sales managers coach their newly trained sales representatives and reinforce sales methods taught in the class.

The Instructor Guide, Participant Guide, and Coaching Guide were created using Microsoft Word and the client's internally developed templates. The slides and job aid were created using Microsoft PowerPoint and the client's templates.

All materials were developed in English, and the client had them translated into Mandarin.

### Outcomes

All the required training was developed and delivered in time for the client to deliver it in conjunction with a major hiring. The client was satisfied with the successful implementation of the project.

As an additional benefit, the client now owns the content and can translate it into other languages as their international business expands.