



Scripted demo and sales enablement training for online safety management product



\$8Bn Industrial supply giant used Mastech Digital's eLearning services to drive sales of new product offering

## Client/Location

Grainger/Lake Forest, IL

## Project

Driving Sales Efficiency through Integrated Digital Learning Module Development

## Highlights

- Mastech Digital provided an integrated learning module consisting of instructional design, eLearning and Voiceover components
- Best-in-class eLearning and screen capture tools used in production
- Challenges with technology and business strategy were overcome on a compressed timeline

## Client Challenge

The client acquired and rebranded a web-based safety audit and compliance product for introduction into the industrial manufacturing marketplace. They needed to train sales reps on the value proposition of the new product and create a self-paced demonstration that could be used to educate prospective customers. This had to be achieved within six weeks to launch and train over 1,000 sales reps across the country. The marketing team looked for a partner with extensive experience in eLearning development.

## Mastech Digital Solution

Leveraging our deep expertise with Instructional Design, our Digital Learning Services team, led by an expert with 20+ years of experience in eLearning and technical documentation, put together an accelerated project plan. Working with subject matter experts, marketing and training team our team produced:

- 40-minute, SCORM-complaint eLearning module with audio that introduced the features and advantages of the product, and how to sell it. The module was designed and developed using Articulate.
- 20-minute narrated demonstration of the product's features recorded using Captivate and a test version of the client's web application.



## Client Satisfaction



Recognized in top 1% of staffing firms for client satisfaction

- Inavero 2012 survey

## Outcomes

The client deployed the eLearning module on-time and on-budget to all sales reps through their LMS, and featured the demonstration prominently in marketing collateral for the new product. The materials aided in a very successful product launch and higher efficiency, thereafter.



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