

Ready to sell.

## Kraft Heinz

### Client/Location

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

### Project

Training newly-hired Sales Representatives to become effective salespeople for the organization

### Highlights

- Developed an in-depth orientation program for newly-hired Sales Representatives to be learned through self-study via the company's intranet
- Added a human element to the overall program to give Sales Representatives well-rounded insight into how to be effective within the Sales function



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

## Multinational food manufacturer required immediate assistance for a sales training project

### Client Challenge

The Kraft Heinz Company sought to streamline the orientation materials for its newly-hired Sales Representatives. Initially, the 10-day orientation was delivered one-on-one and in small groups using all print-based materials. The materials easily became outdated and were costly to produce and ship. The existing orientation contained little interactivity within each section.

### Mastech Digital Solution

Mastech Digital converted the paper-based materials to a self-study program delivered via the company's intranet. As the audience was Sales, Mastech Digital knew that completely removing the "human" interaction would not provide new hires with the appropriate on-boarding experience. To address this, Mastech Digital worked with the client to change the facilitator's role to that of a "coach". With the new orientation, a new Sales Rep would review modules online, at their own pace, complete quiz questions and then meet with a designated coach to review key points, discuss processes, and role-play.

Mastech Digital's consultants reviewed the current materials and provided recommendations for content structure as well as components that would be best delivered one-on-one.

By using links to some existing content, the client could ensure that the new hires always received the most up to date information.

Mastech Digital provided the eLearning template which allowed the design team to quickly produce materials that were easy to use and visually attractive.

### Outcomes

The client invested in Mastech Digital and received the following:

- eLearning modules for the 17 most critical job responsibilities including understanding the sales role, policies and procedures, product knowledge, managing a territory, and the sales structure.
- Knowledge checks to test comprehension throughout the modules with immediate feedback.
- Leader's Guide with discussion points to help facilitate coaching time.
- Workbook with job aids for each participant

With Mastech Digital's recommendations and approach, a three-inch binder was condensed to a 30-page Leader's Guide and a 50-page Workbook.