**Setting Global Standard for Online Learning**

**Challenge:** Ensure the sales and inside sales teams of a global financial news and analytics firmhave the product understanding and skills set necessary to sell its complicated and nuanced financial services products globally.

**Approach:** Strategy to Revenue’s SKILLBuild™ platform was used to assess each sales person’s competencies; the answers provided an opportunity for the sales person to discuss and agree desired final results with their line manager. Based on an agreed competency score, a self-paced, personalized learning pathway was developed,

thereby enabling people to demonstrate their understanding of key competencies before undertaking the module. This reduced the time spent by salespeople on unnecessary training and ensured their maximum engagement in the modules. The customizable nature of the SKILLBuild elearning platform reflected the language,

terminology and market requirements of this very specific field of business.

**Result:**

* 3-month delivery timeframe
* Successful roll out to 5,000 sales and inside sales staff
* Expansion to other areas of the business, including non-sales functions
* Rolling program of expansion and updated course content