

CASE STUDY:

Electronic Products Wholesale Distributor

Wholesale Distribution Company's Culture of Learning Drives Sales

Distributor Statistics

Employees: 40,000 across 100 branch locations

Industry: Wholesale Distribution/Retail

Region: United States

Key LMS Selection Criteria:

- Custom Branding
- Personalized Service
- Robust Reporting
- Scalability

Overview

ePath Learning's wholesale distribution client is one of North America's leading wholesale distributors of electronic products. The distributor is well aware that it takes more than great products to be successful, and as such, they are strategically focused on customer service and support. To maintain their focus, the distributor boasts one of the largest and best-trained teams of sales and technical professionals in the industry; and their success speaks volumes about this focus! The distributor has developed a true learning culture within their sales organization, and it's this culture that contributes to their overall success.



Commitment and Strategy

The distributor made a firm commitment several years back to focus on employee sales training; realizing that having a well informed and trained sales team would give them a greater competitive advantage.

After much study and research of learning management systems and vendors, the distributor chose ePath Learning ASAP to develop and manage their online corporate University.

Prior to launching their corporate University, the distributor created a comprehensive training program that included product training, customized sales and retail training courses as well as job aids. Shortly after their University was launched, the distributor instituted mandatory weekly training sessions. Post-study assignments accompany every training module so that employees are required to immediately apply the techniques that they learn. Employees are further mentored and coached by their respective managers.

The Results...

Starting in 2014 this organization was received ongoing recognition in the Elearning! Media Group's annual Learning 100! Awards. This is a true testament to the power of their sales training program and the technology that delivers it!

The distributor's sales training program continues to receive outstanding reviews from all levels of their sales team, and revenues have increased year over year after implementing their University.

Additionally, results from their customer surveys reveal that their customer base believes the sales team is far more knowledgeable than the competition's. The training model has been such a great success that other divisions within their company are currently replicating the program.

To learn more about ePath Learning's LMS technology and services, contact us today: sales@epathlearning.com or call us at 860.444.8090.