



RESELLER TRAINING SUCCESS

Unlocking the VAR Channel Training Challenge

CASE STUDY

A large healthcare services provider was looking for ways to increase sales in their VAR channel. They were using only instructor-led courses and webinars to ramp and certify resellers and recognized the need to formalize the sales certification model.

The MLevel Impact

PRODUCT KNOWLEDGE

MLevel missions were created to help sales teams learn essential curriculum in a measurable format.

BLENDED LEARNING

Sales teams played MLevel games throughout a multi-phased curriculum, gradually phasing out ILT.

DATA & ANALYTICS

MLevel analytics provided a comprehensive way to certify resellers.

CLIENT IDEAS:

- Create program to measure VAR satisfaction and willingness to roll out game-based training to their sales organizations
- Replace inefficient modules with interactive learning activities
- Target additional roles beyond sales

THE RESULTS >

70% engagement rate from employees within first month

92% average mastery of knowledge by employees who completed the mission