



SALES TRAINING SUCCESS

A Food Services Company Leverages Microlearning To Impact Sales

CASE STUDY

A multi-national food services organization needed to increase sales for the launch of a new product. They sought an easy way to ramp up their large sales force and make sure they were focused on driving customer adoption.

The MLevel Impact



TECHNICAL UNDERSTANDING

Microlearning activities were sequenced to leverage the A.G.E.S. neurological model, allowing learners to anchor information, followed by application and assessment.



GAME-BASED LEARNING

Game-based learning activities helped drive participation and reinforced the benefits of the new product line.



SOCIAL ELEMENTS

Leaderboards were organized into teams and top scorers were rewarded.

CLIENT IDEAS:

- Launch program across 4 key divisions and 500+ sales personnel
- Utilize analytics dashboards to identify top performers
- Help employees focus on driving customer adoption of new products

THE RESULTS >

96%

of sales personnel felt better equipped to sell new products and their benefits

89%

reported MLevel games helped them learn more than their traditional training methods used for prior product launches