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## **CASE STUDY**

### **BAYER ANIMAL HEALTH TECHNICAL TRAINING DEVELOPMENT**

#### **OPPORTUNITY OVERVIEW**

Bayer is a top-recognized brand name. In addition to their strong human health product presence, they also develop and produce a wide-range of offerings for animal health and pest control. Specifically, Bayer Animal Health is a world-wide leader in the development of products that serve two specific animal groups, companion animals and farm animals. Bayer Animal Health strives to serve and support these groups by offering over 100 different animal health and care products.

#### **CLIENT OBJECTIVE**

Bayer Animal Health's livestock insecticides team desired to bring their animal insecticide products to a wider audience. Traditionally, products were distributed via a network of veterinarians. As a mode of expansion, Bayer was looking to expand distribution to retail stores via a dealer network and dealer stores. To do this, Bayer desired a training tool that would help retail sales associates understand the products and their benefits better, thus increasing product recommendations and customer engagement within the stores.

#### **TARGET AUDIENCE**

- Dealer stores
- Vet Clinics
- Sales Associates

#### **INTRATRAN'S SOLUTION**

intratraining by Russell Associates worked with Bayer to develop three eLearning modules. Each module contained high-quality graphics and narration, interactive exercise and simulation examples. This allowed learners to put themselves in a sales scenario and practice what they had learned. This goal of this design was to ensure that store and vet associates were able to explain the products and make accurate and informed recommendations about Bayer Animal Health livestock insecticide products.

The modules focused on taking highly technical topics and producing a solution that is simple for the end user to understand as well as be used by a variety of different users.

"We've found them to be very beneficial to our own employees in our own company... We've found out that veterinarians are appreciating them for their staff because it's pretty simple – they're not very lengthy, and they're pretty specific to the types of language that they should be using or the types of questions that they should be asking."

Bruce Brinkmeyer, Product Manager- Livestock Insecticides, Bayer Animal Health

#### **RESULTS**

Modules are hosted on the Bayer Animal Health website so that anyone interested in taking the training has access to the modules. In addition to their original intended use by the vet and retail dealer network modules are also being used internally at Bayer.

"Russell Associates has dealt with technical information before and had no problem navigating the project. Everything we laid out in the beginning as a work plan was followed; all the dates were met, usually ahead of our schedule. The timing and responsive was really first rate. I felt like there was always somebody engaged in the project all along and nothing ever sat."

Bruce Brinkmeyer, Product Manager- Livestock Insecticides, Bayer Animal Health

## CUSTOMER COMMENTS

I think they are very professionally done. We're in a market with lots of "like kind" competitive products available to people. We're looking for ways to differentiate our products from the competitors. I always remind myself that Bayer's mission statement is "science for a better life". I think the modules really put that into play and bring it to life.

I think the training modules for retail sales people, once employees been through them, will look at Bayer products with a different thought, and really make us be different from our competitors' products, and hopefully give us a leg up when they, again, start engaging with customers in their stores.

People have seen the modules we created, have given us ideas and input on future modules they'd like to see us do. What that tells me is that they do see value in what we've done, and they've already thought ahead of themselves as to things they'd like to have done to take the next step further for themselves.

Bruce Brinkmeyer, Product Manager- Livestock Insecticides, Bayer Animal Health