

CASE STUDY

SALES AND TECHNICAL TRAINING DEVELOPMENT

OPPORTUNITY OVERVIEW

Boehringer Ingelheim Vetmedica, Inc. is the world's largest privately owned pharmaceutical company and specializes in cattle, equine, swine and pet pharmaceutical products. In recent years, BIVI has seen substantial growth. Because of this growth, BIVI needed an interactive, computer-based training system that provided general sales training and technical knowledge of species-specific pharmaceutical products for newly hired sales staff.

CLIENT OBJECTIVE

After conducting a sales team needs assessment with Russell Associates, BIVI determined there was a significant need for technical and product knowledge development for new and existing sales reps. BIVI wanted a training system that provided general sales skills for all employees and technical knowledge and product knowledge training delivered specifically to each representative's species group; cattle, equine, swine or pet.

The sales curriculum needed to include:

- On-line learning modules
- Real-time, on-the-job application
- Self-evaluation of learning

TARGET AUDIENCE

Sales staff, new and experienced, Supervisors, BIVI's corporate personnel

INTRATRRAIN'S SOLUTION

BIVI worked with intrAtrain to develop training resources designed and educationally engineered to be effective and efficient. eLearning modules were developed using Microsoft PowerPoint as the development platform. This allows BIVI to update modules as needed. Articulate, an eLearning authoring system, was used for adding interactions, navigation, audio, animations, and conversion to a SCORM-compliant Macromedia Flash file for hosting on BIVI's preferred Learning Management System (LMS). Over 60 modules were developed based on the needs determined by BIVI. The modules covered topics such as sales, cattle, pet, swine and equine diseases and conditions. Modules included images, interaction, and, in some cases, highly technical graphical depictions and animations designed to help the learner understand the topic.

RESULTS

The intrAtrain system brought consistency and flexibility to BIVI's sales force training. Newly hired sales staff is using the eLearning as self-study material to prepare employees for classroom training sessions and post-course follow-up. The courses are also being accessed as training refreshment for experienced sales staff. The training developed by the intrAtrain team is delivered through BIVI's existing learning management system, which allows training to be assigned, tracked, and delivered in one program.

CUSTOMER COMMENTS

The intrAtrain team is a flexible group, fairly lean, but the nice thing is they can ramp up the resources when we need them. We came to them and said we needed 20 plus modules produced in 90 days, and they were able to find the resources to get it done. intrAtrain's project manager worked with us to basically lay out the number of modules and what that development piece would have to look like in the rotations of content.

The feedback on the modules has all been very positive. Trainees and managers feel that the content is well-organized and interesting. The graphics have really helped explain some of the more difficult concepts, including diseases, virology, and vaccine processes. Trainees found them (intrAtrain modules) engaging and interesting; they felt the content was solid and that they were easy to work through, and the quizzes at the end were good for testing their knowledge. Learners have commented that the training is very organized, very easy to learn, and non-threatening; that's great feedback. intrAtrain is familiar with the agriculture and pet industries, that appreciation definitely makes the transition and development of accurate training content easier for us and I think they can do the same in any industry.

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