

CASE STUDY

CROPLAN GENETICS COMPUTER-BASED INTERACTIVE TRAINING SERIES

CUSTOMER OVERVIEW

CROPLAN GENETICS is the third largest farm seed company, offering the latest conventional and biotechnology traits. They offer several varieties of alfalfa, corn, soybean, wheat, etc. CROPLAN GENETICS is a brand of Land O'Lakes, Inc., and is sold through local cooperatives in over 40 states.

CLIENT OBJECTIVE

CROPLAN GENETICS' vision was to develop a web-based learning library to deliver product information and training to their sales staff. The objective was to produce Computer-Based, Interactive Training (CBIT) that would:

- Expand technical knowledge of CROPLAN GENETICS products and genetic families.
- Strengthen product sales skills, including presentation of features and benefits and overcoming objections.
- Enhance retention of genetic families and product knowledge, and improve application in the field.
- Increase unit sales and margins of CROPLAN GENETICS seed products.

TARGET AUDIENCE

District Sales Managers and Cooperative Seed Sellers.

"...These training modules are directed at developing the Expert Seller. These are people that are distant from us in many ways; most of them don't work for us directly, most of them are geographically distant, and there is also a significant amount of hierarchy between them and us. So, there was a lot of potential for the message to get lost.

- Bruce Monson, National Projects Manager - Winfield Solutions, LLC | A Land O'Lakes Company

RUSSELL ASSOCIATES' SOLUTION

Russell Associates developed a series of coordinating Computer-Based Interactive Training (CBIT) modules. Each module discussed what the product does, how the product works, why producers should use the product, and how to position the product in the market. Sales techniques such as high impact questions, features and benefits, and overcoming potential objections were also presented. To test for understanding of the information presented, a 10 to 15 question quiz must be completed by the learner.

Russell Associates has developed 11 training modules for CROPLAN GENETICS, with several more scheduled.

DELIVERY METHOD

Computer-Based Interactive Training (CBIT).

PROGRAM LENGTH

15-20 minutes per module.

ADMINISTRATION

The modules and corresponding tests are hosted on the Learning Network (tLN).

PROGRAM RESULTS

"...Online testing and training is a very valuable, efficient, and cost-effective way of reaching people. We're getting our message out to our audience in a way that is consistent, flexible, and convenient. We've had a high level of participation in the training. People have been very receptive of the courses they've taken and have willingly come back for more."

- Bruce Monson, National Projects Manager - Winfield Solutions, LLC | A Land O'Lakes Company

