CASE STUDY
HORMEL FOODS, INC.

OPPORTUNITY OVERVIEW
The Hormel Computer-Based Interactive Training (CBIT) program provides custom sales training specific to Hormel products and customers. As a result of the training program, sales representatives develop awareness of the "Core Four" products, gain an understanding of effective sales techniques (highlighting product features and benefits, overcoming objections), and demonstrate how to effectively display Hormel products.

CLIENT OBJECTIVE
Develop a cost-effective sales training program for sales representatives. Business goals driving the objective are:
- Quickly and Cost-Effectively Train "Core Four" Sales Representatives
- Reduce Training Costs
- Training "Day One" of Employment
- Reduce Training Time
- Increase Productivity
- Increase Sales
- Attract and Retain Quality Salespeople

TARGET AUDIENCE
- New Sales Representatives

RUSSELL ASSOCIATES' SOLUTION
Russell Associates created a custom CBIT program. This custom training program educates salespeople on Hormel's "Core Four" products, teaches salespeople how to make effective sales presentations, and provides them with the tools to create a high-impact visual presentation on any of the "Core Four" products, customized to meet the needs of the customers. To accomplish these goals, Russell Associates' solution incorporated the following:

- Introduction
- Company History
- General Marketing Information
- Product Placement
- Product Selling Points
- Product Marketing Issues
- Sample Presentations
- Designing Shelf Displays
- Category Information
- Product Information

TRAINING METHOD
- Computer-Based Interactive Training (CBIT)

PROGRAM LENGTH
- Training Time – Approximately Five to Seven Hours

ADMINISTRATION
Incorporated in the CBIT program is a system that tracks individual students through the training. It is also available to management for viewing and printing student records and/or for downloading onto Hormel Foods' client server where it can be stored, viewed, and incorporated in employee training files. This system also contains a bookmark, which provides an option for the sales representative to exit the program, and upon reentry, return to his/her place in the training.