

CASE STUDY

LAND O' LAKES PURINA FEED – LAKE COUNTRY ANIMAL ADVISOR

CUSTOMER OVERVIEW

Lake Country Animal Nutrition is a line of specialty feeds from Land O' Lakes Purina Feed. As part of a Lake Country Advantage Program, dealers are able to buy into a subscription-based program, which offers them a year-long marketing plan and marketing tools to train employees on the Lake Country products. The objective was to bring this message to approximately 200 Lake Country dealerships.

CLIENT OBJECTIVE

The objective of Land O' Lakes Purina Feed was to not only help dealership employees learn more about the basics of the Lake Country products, but to learn about the Lake Country customer:

- Demographics.
- What they want for their animals.
- How they differ from the "livestock" customers dealers are used to seeing.

"When we talk about the Lake Country products, you think about them being sold in cooperatives by individuals who probably have more of a livestock background, and this 'lifestyle' customer - which is who Lake Country is targeted at - is a little different than a livestock customer. So explaining the industry, the customer, and the customer demographics was an important piece of this project."
Dealer Programs Admin, Land O' Lakes Purina Feed

TARGET AUDIENCE

Employees of cooperative dealerships where Lake Country products are sold and the Land O' Lakes Purina Feed sales people who sell the Lake Country to the dealers.

RUSSELL ASSOCIATES' SOLUTION

Russell Associates worked with Land O' Lakes Purina Feed to develop training modules as part of their Lake Country Animal Advisor marketing tools. The market research, demographics, and nutritional data were provided by the customer. Russell Associates compiled this information in four modules, each presenting a different Lake Country product line.

The information for each module was presented as following:

- Industry Overview
- Who is the customer
- ROI for the retailer
- What the consumer wants
- What the animals need
- Product Benefits and Feeding Recommendations

"Russell Associates plugged the information into an interactive-type format that would keep it interesting and entertaining. (The modules presented) transactions between the customer and a store employee, showing how the store employee can better serve the customer by asking the proper questions to find a solution to a nutritional problem. Russell Associates helped us show customer interaction at a level that we couldn't show with just words on a screen."

Each module included a 10 point quiz. Employees who passed with a score of 90% or higher were able to print out a certificate. Upon completion of all four modules and quizzes with passing scores, the dealer could fax in the certificates to receive free feed for a year.

TRAINING METHOD AND LENGTH

Computer-Based Interactive Training approximately 30 minutes per module. The training module CDs were set in professionally designed packaging, as part of the Lake Country Animal Advisor tool. These packages were sent to the 200 participating dealers and roughly 150-200 sales people.

PROGRAM RESULTS

"We now have employees who understand the products, the industry and customers because they've gone through the training. Not only that, we've given them the opportunity to feed the product, so we've set ourselves up with the perfect sales person inside that dealership. The feedback has all been very positive. They liked the format; they liked how easy it was to use. It served its purpose very well, for what it was designed to do."

