



229 S. Main St.
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CASE STUDY

THERMO KING SALES-TECH

OPPORTUNITY OVERVIEW

Thermo King (an Ingersoll-Rand company) produces, sells, and services transport refrigeration equipment. Thermo King wanted a way to certify the knowledge of the sales representatives at independently-owned dealerships throughout North and Central America. There are four certification areas: New Truck Units, Classic Truck Units, New Trailer Units, and Classic Trailer Units.

CLIENT OBJECTIVE

Develop a cost-effective certification program for Thermo King representatives. Business goals driving the objective are:

- Certify Product Knowledge
- Verify Knowledge of Sales Techniques
- Verify Knowledge of Sales Assistant Programs

TARGET AUDIENCE

- Thermo King Sales Representatives

RUSSELL ASSOCIATES' SOLUTION

Russell Associates developed an online Certification Testing Application in which the entire certification test is completed over the Internet. A Dealer Sales Representative orders his/her tests through Russell Associates. The orders are processed and the Sales Rep is e-mailed a username, password, and link to the testing site. The Sales Rep uses the link to access the site and enters his/her username and password. He/she completes each test online until all four tests have been completed. The test scores and related data are accessed by Russell Associates and reports for the Sales Rep and Thermo King are generated.

TESTING METHOD

- Electronic Certification Testing (eCT) Online Version

PROGRAM LENGTH

- Testing Time – Unlimited time for 50 questions each test.
- Tests Available – Truck Units Part 1, Truck Units Part 2, Trailer Units Part 1, Trailer Units Part 2.
- Program Use – Ongoing

ADMINISTRATION

All orders and test information are processed and stored in a database application developed by Russell Associates, who acts as an independent and impartial third-party testing agency. Monthly reports are



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prepared and sent to Thermo King for review. Additional reports for test question analysis, technician pass-rate, participation analysis, etc., are available upon request.