

CASE STUDY

VALENT BIOSCIENCES TECHNICAL TRAINING DEVELOPMENT

OPPORTUNITY OVERVIEW

Valent Biosciences is a global leader in the development and commercialization of biorational products used in agriculture, public health, and forestry markets. A major product focus area is biorational solutions typically offered to different specialty-type markets and organic growers. Valent BioSciences strives to grow demand and sales by building relationships and providing distributors and retailers with the tools and educational resources they need to sell their products effectively.

CLIENT OBJECTIVE

Valent BioSciences wanted to develop a series of training modules targeted at different product focus areas. The products represented fall into the key product segments. The target audience is sales reps and distributors representing multiple product lines. The goal is to help distributors and others understand biorationals, how they work, and their benefits. Being able to understand and describe solutions is key to growing sales of key products.

TARGET AUDIENCE

- Distributors
- Sales Rep
- Internal Team Members

INTRATRRAIN'S SOLUTION

Russel Associates worked with Valent BioSciences to develop over 20 modules covering topics within 6 major product focus areas. Each module contains high-quality graphics and narration, examples, and interaction that allow learners to consider what they have learned and apply the knowledge. Modules focused on first explaining the issue, the possible solutions, including chemical background, and how Valent BioSciences biorationals can address the issue.

The modules focus on taking highly technical topics and producing an easy-to-understand solution that end users can understand. Specific product information was included, but also connected product features and benefits to the root concerns that drive product results. Modules were designed and developed with specific targeted objectives in mind ensuring that the length of the module does not impact the learner experience.

IntRAtrain understood our objectives and industry, so the process proceeded relatively smoothly. The quality of the content and graphics was also excellent, and the IntRAtrain team was always very responsive.

Valent BioSciences Project Team Member

RESULTS

Modules are hosted on a hosting platform custom designed by intRAtrain for Valent BioSciences. Users can easily register, access, and complete modules. Learners are able to access modules from any device. Module progress is tracked, and learner knowledge is tracked. Users are able to access and view modules on demand for initial viewing or to refresh themselves. Users are also able to receive CCA and California Department of Pesticide credits by completing modules within the platform. Since release, user response to the modules has been positive, and use has expanded to many users and distributor groups.

The platform is easy to use, provides great flexibility, and was completed quickly—users, especially like its simple functionality and the manner in which it is organized.

Valent BioSciences Project Team Member

