



**Creating  
Emotionally Intelligent  
Experiences**

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# Giving Product Training a New Meaning – A Learning Solution That Skyrocketed a Cyber Security Product Sales

**Product Training :: Information Technology and  
Computer Software Industry**

Awards: Brandon Hall Gold for Best Advance in  
Custom Content



### **Learning Strategies Used**

Scenario Based Learning, Story Based Learning, Performance Support Tools

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### **Delivery Strategies**

Mobile Learning, Microlearning, Personalized Learning delivered through an LMS/LXP



## **Background**

One of the world's largest cyber security companies needed to train their internal sales team and channel partners on the latest updates for one of their key products. The requirement was to ensure that sales personnel learned various aspects of the products and internalized them to be able to generate the sales numbers forecasted by the organization.

The need was to create a training that could equip sales teams to effectively articulate the features and benefits confidently. The challenge was to make the learning engaging and relevant for the audience such that they could fit it in their busy schedules.



## How Did EI Craft the Solution?

To create an immersive experience, we used a mentor-based approach with two characters driving the content. This conversational approach was especially helpful in breaking the monotony, given that the content was highly technical. Short, animated videos enabled learners to register the key facts efficiently and refer to them as often as they needed. Challenging learners at regular intervals and presenting product features through real-life examples were key aspects of the design. Media elements like downloadable documents as reference guides or videos to depict content as powerful audio-visual medium promoted learning on the go. Use of relevant yet impactful imagery with focus on icons and infographics in an illustrated visual design base became the unique selling point (USP) of this training.



## Strategies Powering Our Solution



Scenario Based  
Learning



Just-in-time  
Learning



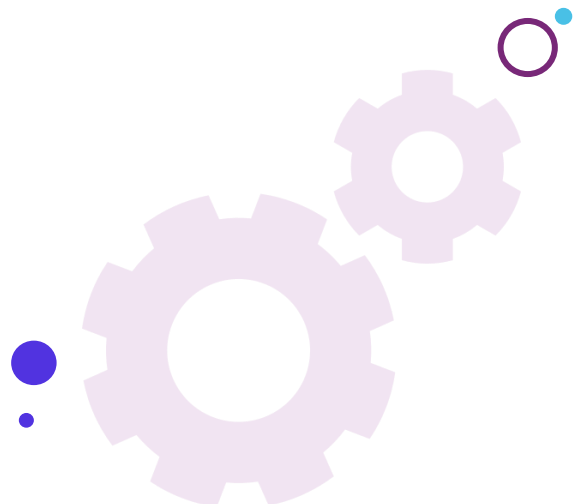
mLearning



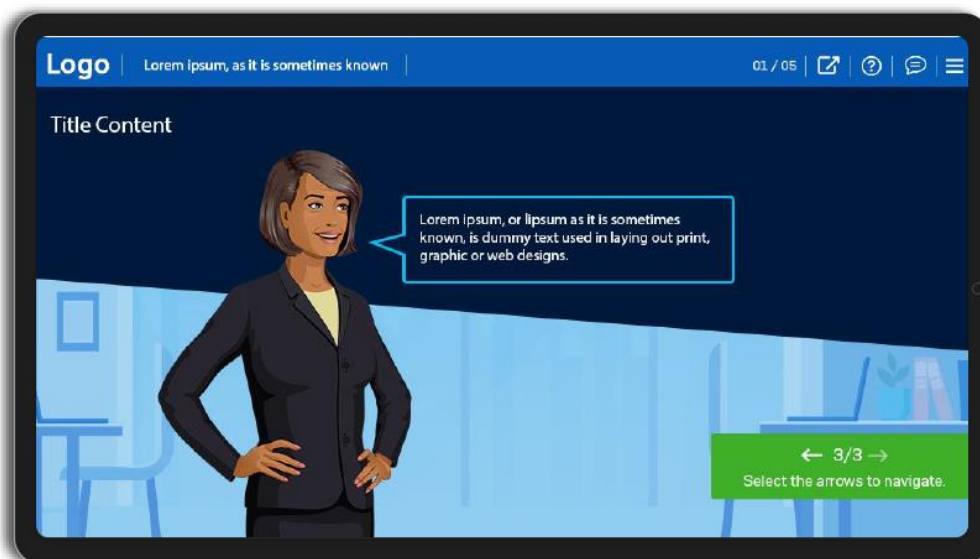
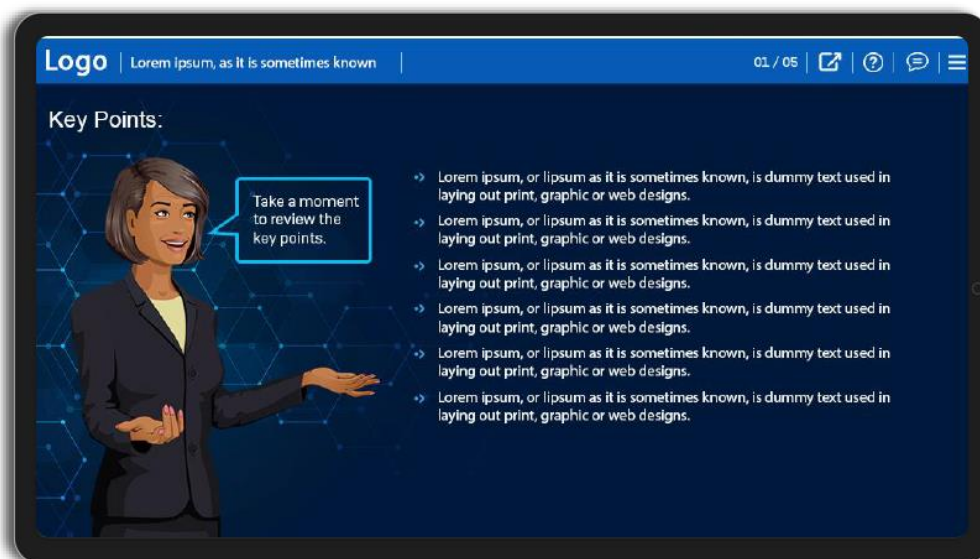
Virtual Reality

## Impact

- 75% of the learners said that the training was of good quality and relevant.
- Sales personnel indicated that they referred to the training more often than before as they found it helpful during sales situations.
- The organization showed a noticeable increase in the product sales when compared to that before the training.



# Learning Approach



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Stay connected on EI's social platforms for regular updates.



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