

Preparing Sales Teams to Position an Innovative Product

Elanco needed to prepare its sales teams to discuss Experior™, an innovative supplemental feed ingredient for cattle producers. They engaged Vivayic to design a product training program that equipped salespeople for complex and sensitive technical conversations about the product.

Need and Opportunity

Elanco has a robust and successful internal program for training sales techniques and product information. Given the complexity and unique regulatory restrictions for marketing features and benefits of this new product, Elanco needed to take a different approach to training team members before going to market.

This was an opportunity to develop a customized product training to build the capacity of Elanco Sales Representatives and Technical Consultants so they would appropriately respond to requests from external technical consultants, customers, and veterinarians regarding Experior product information.



Vivayic in Action

Vivayic analysts worked with Elanco's research, legal, marketing, and sales teams to fully understand and document the complexities and unique challenges and risks in positioning Experior with customers and others. This deep understanding of the need helped analysts work with Vivayic learning designers to:

- **Design unique learning paths** for sales representatives and technical consultants that focused on specific roles and responsibilities in the sales process.
- **Build and test skills to navigate varying contexts** by using scenario-based learning experiences that require real-time decision making and provide real-time feedback for reflection and improvement.
- **Equip managers with tools** to support and further development of skills and strategic thinking.

Results

When Elanco set out to strengthen sales teams' confidence and consistency worldwide, we designed a training experience that exceeded expectations.

100%

utilization of the training program across all global regions

100%

of training participants felt the training program was designed for them

NO

drop off in level of confidence by sales teams to "handle conversations with customers" about Experior versus other products in the portfolio

"The Experior training materials positively impacted my ability to support the unique launch of Experior. I appreciated the opportunity to practice navigating tech-to-tech conversations and assist sales representatives in handling customer objections and questions before launch. Overall, training assets were well-designed for our internal teams"

Will K.
ELANCO TECHNICAL CONSULTANT

MORE ABOUT VIVAYIC

Vivayic exists to build the capacity of others to do good in the world. For company and organizational leaders who desire a better way to learn, teach and train, we simplify the learning process. With more than 16 years of experience designing and delivering tailored learning experiences, Vivayic is committed to driving deeper alignment and understanding by building better experiences, bringing the strongest team, and applying a holistic approach to learning, teaching, and training.



Best Program for Sales Training and Performance

Experior™ Product Training

2023

Schedule a Discovery Call

Let's work together to design and deliver a tailored learning experience that helps meet your strategic needs.

SCHEDULE NOW