

Case Study: Transforming Sales Training & Enablement for 2,200+ Local Sellers

Client Overview

- 12,000 employee, multi-market Local Media enterprise with a geographically dispersed sales org
- 2,200+ local sales and marketing professionals across 100+ markets (DMAs)
- Multiple products, revenue streams, and platforms
- **Sales content, training materials, and collateral dispersed across Microsoft SharePoint, making it difficult for sellers to locate and leadership to maintain a single standard**

The Challenge

Simplify and streamline access to and tracking of sales training and resources including product knowledge, operational process documents, go-to-market strategies, case studies, and more.

- **Cumbersome** - too many clicks to find content
- **Breakable** - key files easily lost, moved or overwritten
- **Untrackable** - leadership had no visibility into usage
- **Unengaging learning** - no video, certification paths, personalized coaching, or AI tools
- **Siloed, one way** - unable to integrate key vendor materials and collateral

The Solution

A white labeled, single-sign-on, modern platform built to house a 'single source of truth' for sales resources, training, and communication.

- **Intuitive UX:** Simple, searchable navigation.
- **Document Control:** Downloadable, version-protected files.
- **Integrations:** Seamless access to vendor and partner materials.
- **Dynamic Calendar:** Centralized events, launches, and priorities.
- **Gamification:** Leaderboards, badges, and callouts.
- **Sales Training, Onboarding, Product Knowledge:** Standardized, company POV.
- **Assignability, Tracking & Reporting:** Easy compliance tools and data reports.
- **AI Tools:** Roleplay avatars and chatbots for personalization.

The Impact

- **Saved Time:** Sellers report time saved, key 'quality of life' issue improved.
- **Increased Confidence & Professionalism:** Trust and pride in company solutions boosted with easy access to product knowledge, expectations and strategies.
- **Cultural Shift:** Elevated sellers' view of their role, the company and industry.
- **High Engagement:** Monthly Averages 7,100 sign ins; 25,400 pieces of content touched.
- **Better Onboarding:** From an inconsistent 12-week process to a consistent 3-week process.
- **Company Differentiator:** Recruiters using as competitive edge.
- **Revenue Growth:** Recent sales drive set revenue records w/ gamification elements used.

The Takeaway

This was more than a platform upgrade. It created a consistent, trusted sales environment across more than 100 markets. By bringing training, resources, communication, and coaching into one place, the organization made it easier for sellers to find what they need, build confidence faster, and stay aligned with the company's go-to-market strategy.

"It's no longer a hunt, it's a habit. Our sellers know exactly where to go and trust what they find."

- VP of Sales

"My job was made a bit easier with this platform. I honestly can't imagine working somewhere that doesn't have it now." – Company seller