



# Using e-learning for Effective Sales Training

Information & Technology Industry

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### Background

CommLab India has designed and developed instructionally sound, learner-centric, multiple online courses on Sales Training. Our client is a leading manufacturer of Information Technology products, with around 2000 employees. The target audience of the course was sales executives. The main purpose of this training was to teach the key features of the Merge Point infrastructure explorer, a product that is mostly used by data centre managers. The training also covered target markets and competitive advantages of the product so that the sales force could improve sales.

### Client Requirement

The course needed to be developed in Flash as six separate modules. Learning objectives, a suitable conclusion and formative assessments were required for each module. At the end of the course, a final quiz was required. Medium to high level of engagement and interaction were required for each module. The course needed to be instructionally and graphically rich. Our client gave us many PDFs and PPTs that contained information on areas such as Data Center Infrastructure Management and its challenges, Infrastructure Explorer, Maturity Model, and so on.

### Challenge

The learners of the course needed to understand the features of the Merge Point Infrastructure Explorer and be able to increase sales. Audio was not required. The content was dull, heavy, and complex, so the challenge here was to make it interactive as well as instructionally and visually appealing in order to retain the interest of learners.

### Solution

To overcome the challenges discussed above, an effective instructional strategy was applied considering the learner profile, learning objectives and type of content. Complex components were presented through text, supported by proper animations graphics and diagrams. The visual style was clean and crisp. The course demonstrated how to use a few techniques to carry out work-related tasks. It had several interactivities along the way to make the learning experience more interesting. Assessments were added to assess the learners with special needs and reinforce the learning.

## Result

A highly interactive and engaging e-learning course containing six modules was developed using Flash, which met all the requirements of the client. The client had an impending date to launch the course and we were successful in delivering our courses on time. The impact of this course was significant and reflected a positive change in the performance of the learners.

## About CommLab India


CommLab India ([www.commlabindia.com](http://www.commlabindia.com)) is a custom e-learning solutions company, based in India. Since 2000, it has been providing state-of-the-art e-learning services to organizations across the world in the areas of learning consultancy, custom courseware and learning technology. We are preferred vendors to many Fortune 500 companies.

### Sample Screenshots:

MergePoint Infrastructure Explorer provides data center managers a solution to quickly assess current assets, including power and HVAC utilization, and visualize changes in real-time to accommodate new technology (e.g. virtualization) and changes in infrastructure configuration.

Arccent's MergePoint Infrastructure Explorer can also leverage the power of Arccent's management software, DSView3 (if installed) and the associated infrastructure hardware (access and control, power and serial device management). No other vendor offers the combination of robust data center planning, change management and integration with Arccent's active infrastructure products.

Click sections of the Data Center Physical Assets model to learn more about Infrastructure Explorer capabilities.



**Model:**  
Visual modeling allows viewing graphically the data center(s) racks and individual IT elements within a rack, including detailed visual information to aid in day-to-day operations of the physical data center.

Service availability and delivery is often a vital component of Infrastructure Explorer end-user success.

A successful Infrastructure Explorer experience is directly tied to database accuracy, deployment efficiency, and the appropriate level of ongoing support.

While service may represent a meaningful solution cost component, tangible value is recognized and defined as an integral component to the overall service strategy.

