



Heavy Duty Trucking Case Study

“We need to have access to real-time dashboards and keep track of KPIs throughout the channel.”



Background

The world-wide leader in heavy-duty trucking was about to launch a new truck platform that would quickly become over 60% of the company's revenue volume as it replaced older products. It was a major risk and investment for the company. Once announced to the public, its global dealer channel had to be fully armed with training and marketing resources to immediately begin introducing the new truck to their local customers across the globe. If this was not handled flawlessly, revenues, margins and shareholder value would have been jeopardized.

Several years earlier in an effort to better engage, manage and develop their distribution channel the company had selected LogicBay as a Partner Relationship Management (PRM) solution. Enabled by LogicBay's solutions approach and understanding of PRM best practices executive personnel, salespeople and service technicians within the dealer network were receiving marketing materials and training courseware in a streamlined environment supported by LogicBay's Unified Application Portal (UAP) called the Performance Center™.

Challenge

With a dealer network of over 450 locations and over 2,500 sales people, the company's challenge was to be ready with training, marketing materials, and product information immediately when the truck was announced to the public. The company couldn't provide any of this material prior to the launch date because of the secrecy surrounding the new truck. A means was needed to deliver this information to the dealers just as the truck was being announced to the public. The company needed to provide the training materials and generate excitement at the sales person level to ensure a grass-roots successful launch. Furthermore, once that material was delivered throughout the channel, the company needed to track the completion rates and results of those training initiatives through real-time dashboards.

Solution

The program and training manager knew he could use LogicBay's Performance Center™ resources to quickly and effectively distribute the information about the new truck to the dealer sales force on the exact day the truck was launched to the public. On the day of the product launch to the press and public, the dealer sales people received an email announcement and were directed to the Performance Center™. There they found the information they needed: an online training course about the new truck, an assessment to confirm their knowledge for certification, a slide presentation they could use for customers, a document with short 'mini-scripts' to quickly train them in selling the new product, a comparison of the new truck to its competitors, and other collateral material the dealers could use to develop their own marketing strategy in their territory. No past product launch provided so much information in the sales channel's hands on the day a new product was launched.

Result

The announcement made an immediate impact on dealer engagement. Dealer sales people took the initiative to download the product information and presentations from the Performance Center™. Many took the training and passed their certification assessment in the first week following the launch. Even dealer owners praised the company for the providing so much information so quickly to their sales staffs. This early sales inertia provided for a successful product launch, with sales goals being met throughout the course of the year.

The Program and Training Manager from this client proclaimed:

“Before we had the Performance Center™, we didn’t even have a list of the sales people at our dealerships. Communications went to sales managers and many of them just ended up un-read on their desks. But by using the Performance Center™ for this product launch, we were able to communicate the announcement to each dealer sales person on the day of the launch, and provide them all of the materials they needed to initiate their own local selling activities.”

About Us

LogicBay has been helping companies achieve breakthrough performance from their sales channels by applying proven best practices combined with Partner Relationship Management (PRM) technology since 2003.