

Adapting to the unique needs of a sales force.



Company | Snap-on Industrial

Challenge

Snap-on Industrial was looking for a mechanism that would allow it to share information with the sales force across North America. A print newsletter was ruled out because it was believed that most of the sales force would not read it.

Solution

A CD format was recommended since the company's sales force spends so much time driving and on the go. This option served to be valuable and convenient for the sales force as the CD adapted to their busy schedules. The 13-track, 67-minute CD newsletter provided an easy way for the force to learn about new programs and to apply what they learned immediately with their own customers.

Results

The sales force was surveyed and reported the following: 93% of respondents committed to listening to the CD at some point; 80% of those surveyed said they want more information shared in this format; 73% said the information was easy to understand; and 72% said the format was easy to use.



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