

NEW PRODUCTS. NEW TRAINING. NEW APPROACH.

How a technology company launched a new offering, trained their global sales staff, and turned their messaging approach outside/in.



AT A GLANCE

Challenges

- Short deadlines for messaging, training, and SKO prep.
- Needed to train a global sales staff on a new product quickly and thoroughly.
- Shifting from technology talk to benefits focused conversations

Benefits

- Created a Marketing Source document with prospect focused messaging and stories.
- Recorded 10 local and remote training videos for sales to learn new product messaging.
- Presented multiple storytelling sessions at international SKO based on new product messaging.



"Working with Robert at INTRIGUE was like having another member of our core team. It was amazing how quickly he came up to speed on our products and industry. Everything we did was focused on projects and deliverables that brought us value as quickly as possible."

David Howland
Chief Marketing Officer
EARNIX

DAVID'S EARNIX STORY

There is never enough time when you're launching a new product. Marketing teams need to finalize messaging, create materials, and work with Sales Enablement to ensure that sales staff can be trained on everything from positioning to features to who to talk to during the sales process. We were dealing with all of these pressures as we launched our new Underwrite-It product line. That meant training our sales staff how to talk to a new category of buyer and communicate how our new products would improve insurance companies businesses.

We decided on a strategy that relied on benefits-driven storytelling so our staff could put themselves into the shoes of potential customers. That required our team to quickly document personas, positioning, and storylines so our sellers could hear, see, and practice the conversations that would occur in the field.

To deploy that messaging we decided on a layered approach that would include videos from our in-house experts and leaders, storytelling training, and interactive surveys and quizzes to ensure that information was being retained. The challenge was we didn't have enough specialized resources to get things done in time and with the level of polish that we needed.

Until we were connected with Robert at INTRIGUE.

We started with reviewing the features and benefits of Underwrite-It and reviewing our positioning materials to ensure that we were leading with benefits supported by our new features. We adjusted our language so that sales people were always leading with business impacts that created a pathway to our products. We defined persona-led stories so sellers could help buyers see accurate use cases and documented them in scripts and stories.

Once we were done building out our marketing messages we recorded ten videos with informative graphics to create a learning library for our sellers. INTRIGUE even turned our Waltham, MA office into a video studio to record our leaders, and then remotely recorded our field experts before creating professionally edited learning videos that we sent out to the field.

We then had Robert from INTRIGUE at our SKO event in Lisbon to teach sessions on storytelling based on our product messaging so our reps could grab their buyers attention, be more persuasive, and differentiate themselves from other vendors in a memorable way. We already have more projects lined up for INTRIGUE.