

Case Study: John Blake Sales Consulting-eLearning



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Client Situation

John Blake Sales Breakthrough Solutions specializes in teaching sales strategies in a variety of industries using personal mentoring and classroom instruction. Based in Perth, Australia, John Blake has been a successful salesperson, sales manager, business owner, author and sales and marketing consultant. His Sales Break Through Solutions podcast and book series is helping thousands of salespeople and companies selling into the corporate market break sales records and achieve quantum breakthroughs in service, strategic planning, and business development.

John's specific training goal was to provide proven, proprietary solutions in collaboration with an industry association that needed to provide cost-effective training to retail members. Damstra's eLearning solution would enable high quality, industry-specific sales training that improved sales and the customer experience.

Challenges

Prior to implementing eLearning, John Blake's sales consultancy was facing the following training challenges:

- **Classroom Model**
The need to expand the reach of a sales consultancy beyond face-to-face instruction and grow the business with new revenue streams.
- **Client-Specific Training**
Clients needed the sales consultancy to provide industry association members with professional staff training beyond limited resources they experienced as small business owners.
- **Affordability, Ease of Use**
To demonstrate sales training viability, the client needed effective, affordable, learning tools that were easy to use.



Damstra Solution

eLearning offers intelligent, connected, on-demand learning with modules that include:

Inspired Learning Management

- Upload existing training materials and automatically convert into interactive modules. or create and edit content
- Automate scheduling of training based on rules, learning paths, learning success
- Learn anywhere on the go with mobile access
- Leverage an intuitive, real-time dashboard

Training Needs Analysis

- Create learning path for team members
- Plan future workforce and skills requirements
- Create achievements for skills development

eLearning Course Development

- Use expert team of instructional and media designers to build best practice eLearning modules with engaging content

- Identify learning and development trends and how to incorporate blended and micro-learning
- Utilize prepared content from the Damstra Learning Marketplace

360-Degree Virtual Reality Courses

- Engage with 360-degree video on a smartphone
- Experience more engagement, especially in compliance training
- Retain deeper learning experience

Damstra's Learning Management Platform helped John's sales consultancy:

- Leverage winning classroom sales strategies with new eLearning model
- Provide industry specific sales video training
- Grow the business with new revenue streams and increase consultancy credibility

Outcomes

Since implementing Damstra's Learning Management Platform, John Blake's consultancy helped a client organization improve sales performance at a lower cost than classroom training.



SALES PERFORMANCE

Client performance on six retail sales tasks increased on a range from 25% to 125% with eLearning.



AFFORDABILITY, EASE OF USE

The training expense was 97% lower than equivalent classroom training. Survey respondents were unanimous in finding the online training convenient and easy to use.



COMPETITIVE CONSULTANCY

Damstra's eLearning increased revenue with on-demand training content that leveraged the traditional classroom and personal mentoring consulting model.

ABOUT DAMSTRA TECHNOLOGY

eLearning is a module on Damstra Technology's Enterprise Protection Platform (EPP). This comprehensive platform helps organisations maximize performance, safety, and profitability by orchestrating disparate processes and technologies.



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