

CASE STUDY

# MULTICHANNEL TRAINING CAPTURES GLOBAL MARKET

*Ardent*



**V O L V O**

## Sales Training for a New Market

To capture a larger share of customers in the automotive industry, Volvo decided to introduce their first line of luxury vehicles. After many years of research and development, they felt confident in their product design and the new car line's ability to compete head-to-head with other luxury cars. But gaining market share requires more than producing a quality product. After all, a luxury car customer varies dramatically from an economy shopper.

AT A GLANCE:



**INDUSTRY:**  
Automotive



**SIZE:**  
104,000 employees



**SOLUTION:**  
3-Day Launch Event +  
Portable Training Kits

## CHALLENGE:

Volvo leaders knew the transition from selling economy cars to luxury cars required strategic action. Entering a new market meant learning an entirely new customer base and adjusting sales techniques appropriately, not to mention the time it would take for sales teams to understand the specifications and positioning of the new product.

The organization felt proud of the advancements in technology in the new vehicle and wanted retailers to understand these exciting features. They knew a one-page sales doc wouldn't satisfy engagement levels needed by the salesforce. This product launch would require a new skill set, and company leaders wanted employees to feel excited during training. They believed exciting learning opportunities would transfer into ongoing motivation and execution of the new sales skills.

## SOLUTION:

### 1. Three-day Launch Event

Ardent planned a three-day launch event near Volvo's headquarters. Attendees were invited to participate in a wide array of learning activities. They experienced ride-and-drive events, walk-arounds, marketing presentations, and hands-on learning seminars. By hosting learners in this controlled environment, the organization deepened focus and avoided potential disruptions.

**Ardent developed learning and walk-around sessions to train attendees on:**

#### THE BUYING EXPERIENCE



This included essential product knowledge and presentation techniques.

#### THE DELIVERY EXPERIENCE



This involved sales skill development and customer follow-up methods.

#### THE OWNERSHIP EXPERIENCE



This comprised of best practices for customer follow-up and ongoing customer service.

### 2. Easy-to-Use Sales Kits

For retailers unable to attend the three-day launch, Ardent developed a scaled-down version of the event. This was packaged in the form of sales kits, which were made up of video recordings of presentations, job aids, and sales support materials. These assets equipped employees to learn at their own pace and gave reference materials for sales scenarios.

### 3. Train-the-Trainer Program

In addition to the sales kits, Ardent developed a train-the-trainer program for the field force. This helped maintain a uniform message across the global workforce and allowed distant learners to ask questions and get clarity over features and customer insights.

## RESULTS:

Ardent successfully navigated cultural and language barriers to produce one of Volvo's most successful global launches to date.

- ✓ SALES VOLUMES OF THE NEW CAR EXCEEDED PROJECTIONS.
- ✓ CUSTOMER SATISFACTION SCORES RETURNED HIGHER THAN ANTICIPATED.
- ✓ DEALER PARTICIPATION IN LEARNING EVENTS OUTPERFORMED COMPANY EXPECTATIONS.



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