

Golden Harvest Creates a Sales Training Program with HSI



Case Study

Company

Golden Harvest

Solution

Sales Training

Industry

Agriculture

Location

Minnetonka, MN

Challenge:

Golden Harvest faced challenges in the seed industry. Large competitors dominated the seed market. Sales trends were flat and new customers were hard to acquire. Selling through a front-line sales force made up of part-time farmers/dealer sales representatives. Golden Harvest was competing for their attention and mindshare.

Using in-person meetings to develop salespeople had become unrealistic and costly. With enormous geographical territories, district sales managers and their sales reps often had to drive for hours to reach a common location. People were just too busy to spend this much time developing their sales skills and tactics, so they simply didn't buy in and do it.

Golden Harvest needed a timely solution that could train their team on the fly - whenever, wherever.

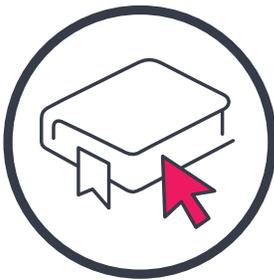
Solution:

Golden Harvest turned to HSI to create product-specific and seed-selling-specific video-based training that could be delivered and accessed from any mobile device. They had a training solution that was convenient, practical, engaging, and was able to be delivered to dealers with and without high-speed internet access.

In a flash, sales reps were consuming important courses, reinforcing the lessons by taking exams, and would discuss strategies and thoughts with their district sales managers on conference calls and in meetings.

Convenient, Practical, and Engaging:

HSI's custom video solutions were a set of curricula for three levels of seed dealer certification, as well as a host of electives covering seasonal calls and special development needs.



Custom Content:

Completely custom content focusing specifically on Golden Harvest, their products, and their sales approach to customers



Targeted Training:

45+ courses in sales, advanced sales, field staff training, electives, and Agronomy Up Front



Far-Reaching Curriculum:

Courses for training, coaching, refresher learning, sales meetings, performance support, and many other important avenues within the organization



Accountability:

Readily accessible DSM tracking report on course views and test results for every sales representative



Results:

According to Golden Harvest's head of Western Division Sales, David Dam, they were able to secure 4,500 new customers (their previous record had been 1,650.) According to Dam, "Our salespeople have more confidence knocking on doors, and have vastly improved their sales skills," through their custom training solution with HSI. "It has taken us three calls less per customer to sell them on our products, and I tie a lot of that into the training. It was the best year in the company's 117-year history."

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Why It Matters

Mobile training provided reach and accessibility for dispersed workforce

Tailored content helped sales reps feel more confident and capable

Custom solution results in higher customer acquisition through fewer calls

Solution resulted in the best sales year in company history

About HSI

HSI is your single-source partner for EHS, Compliance, and Professional Development solutions. HSI provides integrated e-learning content, training solutions, and cloud-based software designed to enable your business to improve safety, operations, and employee development. Across all industries, HSI helps safety managers, and technical employees, human resources, first responders, and operational leaders train and develop their workforce, keep workers safe, and meet regulatory and operational compliance requirements. HSI's focus is on training, software, and services for safety and compliance, workforce development, industrial skills, and emergency care. HSI is a unique partner that offers a suite of cloud-based software solutions including learning management, safety management, chemical SDS management, and more, integrated with content and training so businesses can not only monitor and manage multiple workflows in one system, but train employees via one partner.

For more information, visit [hsi.com](https://www.hsi.com)