

# *Increasing Mindshare, Knowledge and Performance for Dealer Channels*

Steve Biggers  
Director, Learning Solutions  
MotivAction, LLC

Pamela Fragomeli  
Marketing Manager  
Operitel Corporation



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## *The Business Need*

How can a large and reputable manufacturing company re-energize its dealer channel to become more performance focused while integrating channel training and development programs across divisions and product boundaries to create a consistent, compelling offering that improves sales, margin and customer loyalty? MotivAction was faced with this challenge for two of its clients.

**Sea Ray** is the world's largest manufacturer of superior quality pleasure boats with over 230 dealer locations throughout the world. Sea Ray sought to replace its existing Learning Management System (LMS) with one that was more up to date and robust. This initiative demanded a new platform with enhanced functionality, intuitive learner and administrator environments, and a flexible and dynamic reporting capability. They also required a partner experienced in migrating training data and coursework from one LMS to another with minimal downtime and disruption.

**Polaris Industries** designs, manufactures and markets a variety of recreational and utility vehicles through 2,500 independent dealers throughout the world. Polaris wanted to move beyond just offering online training modules through their Know The Way Out (KTWO) program. They sought to expand their site's functionality to include access and registration from a single website for all of their training offerings (instructor-led courses, vehicle demos, and online webinars), and their reward and certification programs.

Finding a supplier with a proven track record for providing superior service and support was top of mind for both companies. Additionally, both organizations wanted a partner with extensive training experience who was capable of designing and developing online courses to address specific business needs.

## *The Solution*

MotivAction, LLC joined forces with Operitel Corporation and, through a collaborative effort, provided both Sea Ray and Polaris with an integrated performance-based online solution. This complete solution is designed and configured to effectively and efficiently address channel and corporate learning objectives and overall business goals. Operitel supplied LearnFlex™, their robust, flexible and highly configurable Learning Management System with built-in distributor and dealer management functionality. This software, which Brandon Hall Research considers "a leading LMS contender", provided the infrastructure for a one-stop-shopping experience for all training initiatives and certification programs, thereby simplifying the process for dealers, channel and corporate

learners and system administrators. During each implementation, Operitel and MotivAction provided support for ongoing business analysis and project management. Talk about one-stop-shopping! - MotivAction also created online courseware and provided the capability of a broad-based rewards program to maximize participation and promote online learning. MotivAction's clients continue to recognize their unparalleled high level of account management and superior administrator training, service and customer support through this successful partnership.

## ***The Results***

The goals of increased performance and integrated training were achieved by both Sea Ray and Polaris. Both organizations are now equipped to motivate their channels to sell their products and services by increasing mindshare, knowledge and performance, thus increasing their return on investment. The complementary efforts of MotivAction and Operitel have created secure, efficient and highly adaptable learning systems that serve as important drivers of high performance for these two world-class organizations.

Sea Ray doubled the number of dealers utilizing the LMS in less than four months. 1,275 course registrations were completed in just the first month of use. 56 different courses were launched to over 900 learners in three months. Near universal dealership usage eliminated the cost of certificate mailings. Barriers for access to courses were removed as the new system requires novice level computer skills. Course offerings are now aligned with the company's critical business objectives. Promotion of learning opportunities expanded. "What I feel differentiates MotivAction from other marketing companies is the high level of service they provide," said Joe Cacopardo Director of Marketing, Sea Ray Boats. "In addition, MotivAction staff executed the successful deployment of our Learning Center within the established timeline and budget."

Polaris upgraded their system in 2005 and the participation results surpassed expectations. The training department launched over 50 online modules in multiple languages across six divisions. All classroom and product demo registrations are now integrated into one system. Currently, over 9,500 learner accounts are active. Over 77,500 course enrollments have been completed by dealers worldwide. Eighteen different instructor-led courses have been held in 119 cities using the registration functions of the new system. Participating Polaris dealers have realized a 23 percent incremental lift in their sales compared with those who have not participated in *Know The Way Out* program.

## ***Company Backgrounds***

MotivAction, LLC is a 30-year veteran in the performance marketing, incentive and learning solutions industry. The most decorated agency worldwide for result-based programs, MotivAction pioneered and specializes in "relevant performance marketing" to

help clients get more from their employee, channel and consumer marketing investments. MotivAction is headquartered in Minneapolis with offices in Boston, Chicago, Dallas and New York.

Operitel Corporation is an information technology company that specializes in building enterprise Learning Portal solutions. These solutions combine LearnFlex™, a flexible and adaptable fourth-generation learning management system, with the expertise of the Operitel professional services team. The LearnFlex™ product development strategy is to be the best of breed as a specialized learning management system, and to maintain an open and flexible architecture that integrates with other best of breed products.

Together, MotivAction and Operitel have achieved a successful and cooperative relationship. Over the past 2 years, carefully orchestrated efforts have resulted in a complementary partnership, with the benefits of this synergy realized by our joint customers. Through a highly collaborative approach, both companies have moved toward the goal of implementing a complete online learning solution that supports improved performance through certification in the highly competitive dealer channel.

For additional information, please contact:

Steve Biggers  
Director, Learning Solutions  
MotivAction LLC  
763-412-3244  
[sbiggers@motivaction.com](mailto:sbiggers@motivaction.com)

David Fell  
Vice President of Business Development  
Operitel Corporation  
866-849-3630  
[dfell@operitel.com](mailto:dfell@operitel.com)