



## New Horizons Training Success Case Study

### Solution Overview

**Client:** The New England Media Group  
**Client Industry:** Online and print publisher

#### Solution Description

A course was created to teach the technical aspects of a customized version of SalesLogix while shifting the mindset of the existing sales staff to use the technology to drive sales. Training was delivered in the classroom for local employees and via Online LIVE for employees located throughout the U.S.

#### Value for The New England Media Group

- ❑ Learning materials adapted to specific software version
- ❑ Content developed to maximize use of technology
- ❑ Consistent delivery to employees dispersed throughout U.S without incurring travel expenses

#### New Horizons Business Solutions *Tying Training to Your Unique Goals*

New Horizons is the single source for facilities, resources and expertise that enable your organization to:

- ❑ Expand performance by **increasing the productivity and effectiveness** of employees and aligning them with your business objectives.
- ❑ Safeguard the national information infrastructure
- ❑ Provide a **measurable ROI** for your training dollars.
- ❑ **Assess employee competencies** against job requirements, identify gaps and create development plans to enable effectiveness and growth.
- ❑ **Develop and retain employees** while minimizing travel expenses and time away from the office.

## The New England Media Group Successfully Builds a Customer-Centric Sales Force through Training

### Challenge

The New England Media Group (NEMG), consisting of The Boston Globe, BostonWorks, Boston.com and Worcester Telegram & Gazette, determined that to effectively manage, and therefore increase their sales, they needed to get all sales staff to use one comprehensive Customer Relationship Management (CRM) system. The challenge was not just to install and implement the new CRM, SalesLogix, but to shift the mindset of the sales staff to see the value of a CRM. They also had to provide consistent training to a staff dispersed throughout the U.S without incurring costly travel expenses and downtime.

### Solution

When creating the training solution, New Horizons understood that the training not only had to teach the sales staff how to use SalesLogix but also WHY to use SalesLogix. The training was developed around how to use SalesLogix for a more customer-centric method of managing client business intelligence and how data sharing through the CRM was essential for effective selling. The curriculum was developed from the ground up around NEMG's specific version of Sales Logix and materials were created to educate sales personnel on the importance of knowing their customer and how the technology supports relationship building and helps them manage opportunities.

To solve the issue of geography, Massachusetts-based employees attended classroom training at one of four local centers while employees at other locations throughout the U.S attended training via Online LIVE Learning. This methodology allowed for learning to be conducted by a live instructor over the Internet. Although separated by geography all employees received consistent and uniform training, and instructors and employees were able to share an interactive experience, all without incurring costly travel expenses.

### Results

The training met the goal of shifting the mindset of the sales staff as proven by the increased usage of SalesLogix and the quality of the data entered into the CRM since the completion of training. The employees understand not just how to use the technology but how it can help them increase sales.

**"When looking for a training partner, we approached New Horizons first because we knew we needed more than SalesLogix training. We needed a training partner that could help us not only teach the technical aspects of the tool but help us develop a customer-centric sales model."**

- Peter Lochrie, Sales Communications Manager, The Boston Globe

### About New Horizons

Since 1982, New Horizons Computer Learning Centers has grown to become the largest independent IT training company worldwide. We offer more courses, at more times and in more locations than any other company in the computer training industry. Our customized business solutions allow corporate training managers the ability to easily administer their learning programs and track the progress of all participating employees. Maximizing the investment in training is important for all companies, and New Horizons assists each client with the management and measurement of their training activities. The variety of learning options from New Horizons allows students to learn in the manner that best suits their schedule, budget, learning style and expertise. Visit us at [www.NewHorizons.com](http://www.NewHorizons.com) to learn more about our customer-focused training solutions.