



A STUDY IN SUCCESS

Award-Winning Solutions Training for a Multi-Vertical Sales Team

2023 BRANDON HALL GOLD AWARD — BEST PROGRAM FOR SALES TRAINING AND PERFORMANCE

TransUnion is a global information and insights company that makes trust possible in the modern economy. A leading presence in more than 30 countries across five continents, TransUnion provides solutions that help create economic opportunity, great experiences, and personal empowerment for hundreds of millions of people.

SITUATION



TransUnion recognized the critical need for sales training due to the acquisition of several companies, which generated an influx of new sellers and new products. The company needed to upskill and cross-train sellers to handle a broader product portfolio with increasingly complex business applications.

Transunion asked Innovative Learning Group (ILG) to advise on the creation of comprehensive learning and support solutions for their sales teams to enable the execution of their Enterprise Strategy. Since this was their first formal curriculum for teaching the portfolio, they asked ILG to consult on the macro design and then work closely with their internal experts to focus on the most critical, actionable content to drive sales performance.



SOLUTION

TransUnion and ILG collaborated on the creation of Solutions University, designed as a multi-tiered curriculum for the entire sales organization across the company's entire portfolio. It provides a wide variety of sales resources and learning experiences to help execute the business strategy and unify acquired entities across the enterprise. (Figure 1)

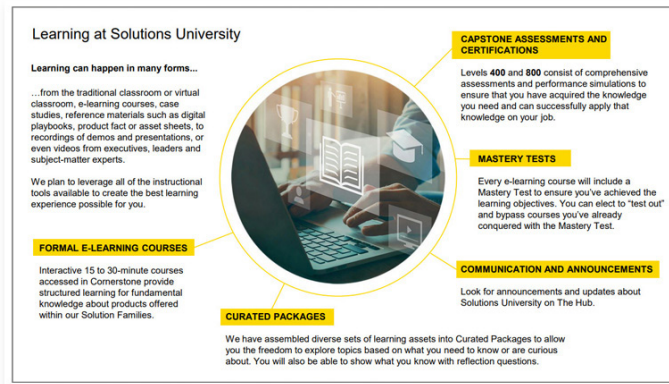


FIGURE 1: SOLUTIONS UNIVERSITY LEARNING EXPERIENCES

Curriculum Levels

The curriculum is offered in levels, each providing an important aspect of the overall seller role to support the stages of the sales process.

- Level 100: Overview of Solution Lines and product architecture (e-learning)
- Level 200: Product application and value (e-learning, sell sheets, recorded presentations)
- Level 300 (Figure 2): Matching client issues to solutions (e-learning, video role-play demos)
- Level 400: Certification assessments (comprehensively scored e-tests, demonstrated ability to qualify leads)

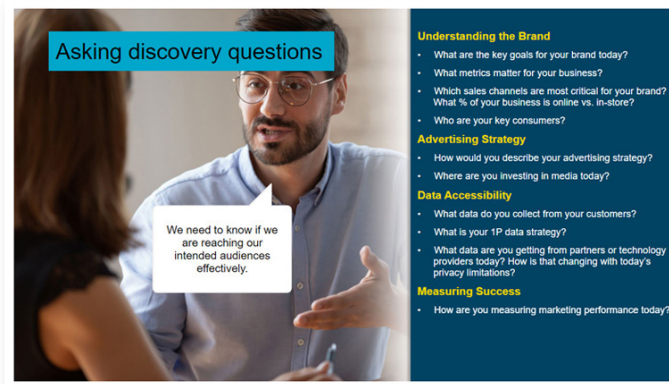


FIGURE 2: LEVEL 300 MATCHING CLIENT ISSUES TO SOLUTIONS



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Annual Sales Meeting Workshops

As a final experience to reinforce learning, more than 1,000 TransUnion associates spent a day during an in-person sales team meeting completing a structured practice activity. The workshops allowed each learner to participate in two sessions consisting of a short presentation followed by a practice scenario. (Figure 3)

Multiple Delivery Methods

Overall, the training provides a wide range of learning experiences, including videos, e-learning courses, recorded presentations, key information documents, job aids, and comprehensive certification assessments. The role-plays featured in the learning provide yet another delivery method to make for a robust learning environment for the sales team.

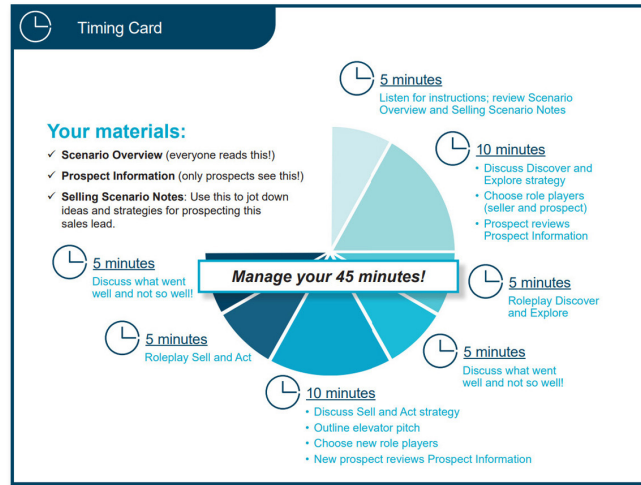


FIGURE 3: WORKSHOP LEARNING AGENDA

RESULTS

Solutions University is clearly meeting the needs of the sales organization and improving its ability to meet the challenges in the marketplace. Many of the courses focused on how to apply product knowledge to actual sales conversations. This sharp focus on applied scenarios enabled the sales team to apply their learning immediately and drive impact in the sales process.

Sales executives shared numerous success stories demonstrating their sales team’s improvement after the launch of Solutions University. Also, as a leading indicator of future sales performance, TransUnion measured the level of confidence that the sales team had in their ability to sell Solution Lines and found a huge improvement.

To learn more about how Innovative Learning Group can create custom learning solutions to help improve business results, contact us at info@innovativeLG.com.

ABOUT INNOVATIVE LEARNING GROUP A performance-first learning company, Innovative Learning Group, Inc. creates custom training and tools that help employees of Fortune 1000 companies do their jobs more effectively. Headquartered in Troy, Michigan, ILG is a privately held, certified Women’s Business Enterprise founded in 2004 by CEO Lisa Toenniges.

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