



Sharpening Your Extended Enterprise

Three Challenges of Sales Channel Management in the Retail Industry – and How to Solve Them

It's tough out there: competitors are innovating faster and customers have more choices than ever before. Yet while you train your employees to ensure great customer service, compliance, and product savvy, what about your sales channel partners? Their behavior and knowledge on the sales floor, in the warehouse, and in the community is just as critical to maintaining your brand and your bottom line. *Learn how the right extended enterprise solution helps retail and supply chain organizations turn extended partners into knowledgeable, passionate brand ambassadors.*

Three Challenges of Managing Sales Channel Partners for Retail Organizations—and How to Solve Them:



Training partners faster to stay ahead of competitors, new regulations, and market changes.

Challenge

Customers expect consistency in customer service, products, and their entire experience with your company. Without effective, real-time training, partners are a step behind in your policies, processes, and products—detrimental to your revenue and your reputation. Success in an ever-changing, competitive economy depends on an organization's ability to quickly train all partners to invent, produce, and sell the products customers want and meet the demands of the market.

Solution

Shift from costly, in-person, infrequent training to on-demand training for partners and other stakeholders. A best-in-class extended enterprise solution enables retail and supply chain organizations to manage catalogs, administer curriculum, publish courses, and even target training for specific audiences. Organizations can also provide social collaboration opportunities via groups and forums to create community and drive engagement.



Ensuring extended partners are experts on—and passionate about—products and services.

Challenge

Ensuring your extended sales partners are passionate about your products and services also ensures your company—not the competition—is the first to be recommended to customers. Geographic isolation can make training and capturing channel partner mindshare difficult, especially their engagement is dependent on sporadic training seminars or impersonal product update emails.

Solution

Help frontline sales staff feel engaged with and passionate about your company by inviting them to become experts on your products and services. Extended enterprise solutions makes it easy to deliver on-demand training, create community with social networking tools, and capture retailer insights.



Facilitating just-in-time performance support, regardless of time zone, schedule, or access to a desktop.

Challenge

Providing on-demand learning to your partners can improve engagement, service, and market share. Though getting this knowledge to extended teams is incredibly challenging; global business and a 24/7 economy make finding time for in-person training almost impossible. Plus, access to technology on the sales floor and in the warehouse is limited: most retail and supply chain workers simply aren't sitting in front of a computer all day.

Solution

The right extended enterprise solution will make just-in-time training accessible to all workers, regardless of time zone, schedule, access to technology, or language. Floor employees can access content via mobile devices or watch a short, one-minute video from the floor. Supply chain employees can take training in their own language, using a smart phone or tablet. The result? Retail partners know how to respond—and know where to look when they don't.

Stay one step ahead of competitors, capture mindshare of sales staff, and deliver extending learning and development opportunities to channel partners. A suite of learning, social, and e-commerce tools, Cornerstone OnDemand's Extended Enterprise for Learning enables retail and supply chain organizations to easily offer training, certification, and collaboration opportunities to partners and sales channels—across the city or across the globe.

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