

KENNAMETAL

CASE STUDY

A North American market leader in metalcutting tools improves sales training with customized learning modules.

CHALLENGES

Kennametal, a leading global supplier of tooling, engineered components and advanced materials, wanted to boost the sales of products they believed had greater potential in the marketplace. They identified the lack of quality training for salespeople as a barrier to improving results. Kennametal needed a cost-effective way to develop and distribute training so it could quickly reach salespeople in North and South America, Europe, and Asia. They also wanted to track the use of the training.



New product learning applications provide a competitive edge to Kennametal's sales force and distributors.

INSIGHT

While the sales force was competent in technical issues, they required training in sales promotions and presenting information to potential customers. Working closely with Kennametal, we identified that training salespeople to demonstrate the advantages of Kennametal's products over their competitors was the best way to improve results.

STRATEGY

JPL proposed a process for rapidly developing web-based multimedia training modules that could be distributed securely worldwide online. We used our proven tools for capturing knowledge from subject matter experts and converting it into engaging training that is efficiently learned. Our approach delivers the learning at a time and place convenient to the audience. And we helped prescribe a fast-to-deploy learning management system for tracking training compliance and comprehension.

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learning solutions



SOLUTION

Our instructional design team created modules that could be used for independent study or as part of a blended learning program using instructors and classrooms. In both cases, much of the responsibility for learning is shifted to the learner, conserving teaching manpower for those content areas not amenable to distance education techniques. We also partnered with a third-party vendor to integrate the Moodle learning management system to register and track learning module completion. While LMS implementation frequently requires up to nine months, JPL had an LMS running on Kennametal's site within a few days. And to provide the needed training for non-English speaking audiences, JPL worked closely with another partner to translate scripts and visual elements, as well as record necessary audio tracks for an additional eight languages.

RESULTS

JPL helped create a standard approach to product training for Kennametal. This approach has extended the reach and reduced the time and cost of sales training. To date we have created over 250 modules for Kennametal's international sales staff, giving them the product knowledge and sales expertise they need to outsell the competition.

“JPL changed the game for Kennametal. They created a learning management system and training modules that allow us to launch new products to 47 countries in eight languages — in just a few weeks rather than several months. New products are the lifeblood of our business. The faster we can make it to market by training our 2,000+ sales people and distributors, the greater our conversion rates, which means higher sales and increased market share. JPL is a no-nonsense, mission-critical partner in our new product launch process.”

Lori McCreary

Director, Global Brand and Marketing Communications
Kennametal, Inc

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