WHITE RIVER MARINE GROUP™ (WRMG) is the world’s largest builder of fishing and recreational boats.

WRMG provides a customer-focused sales experience with “no-haggle and no-hassle” pricing at the core of the buying process. Providing engaging and effective training to their sales associates is a key part of promoting a good purchase experience and atmosphere on the sales floor.

eLearning Brothers reviewed, revised, and helped improve the White River Marine Group sales process training

1. Reviewed old training modules
2. Delivered analytics report of suggested improvements
3. Condensed 45 sections down to 13
4. Reduced one course from four hours to just two hours
5. Made courses much more interactive

Our sales associates believe it’s the best, most-informative training we’ve ever offered!
RESULTS

“The feedback from our sales consultants who took the training has been very positive. They’ve complimented us on how much more interesting the training is—they love the shorter modules and how interactive the entire thing is.”

“eLearning Brothers was extremely easy to work with—their organization and editing websites are great and so intuitive to use. We enjoyed the entire experience and would highly recommend them to anyone else looking to improve their training!”

To learn how we can help you tackle your training challenges, contact eLearning Brothers at 801.796.BROS (2767) or email info@elearningbrothers.com.