



Case Study: HVAC/Plumbing Franchise

Situation:

This HVAC/Plumbing franchise system wanted to get all their independent dealers/business owners together to have business-critical sales training. They needed to convey a lot of information over three days, but present it in a way that overcame objections to changing individualized processes for one system of selling.

Solution:

We created an AniMated character to emcee and interact during the training who was one of the audience—an independent dealer. He knew all the inside information, how it was for the people in the audience, and why they were resistant to change. He was able to ask the tough questions on their minds and help the trainers make the case for the new training.

Result:

The audience had full participation throughout the event, and increased buy-in. They could see how the training would benefit them, and at the same time felt like their objections were known, heard, and acknowledged.