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Proven Good, Green and Clean!**

## **ENVIRO-SOLUTIONS E-LEARNING PROGRAM ANALYSIS/REPORT**

### **INTRODUCTION:**

Over the last 60 days we have been involved with analyzing the effectiveness of the Enviro-Solutions E-Learning Program, and we have been able to determine some very relevant information and uncover some visible patterns.

*The Scope* of the analysis was to look at 5 primary questions:

1. Has the E-Learning program had an impact on distributor's sales?
2. Has the E-Learning program had an impact on individual's sales, product knowledge, and self-confidence?
3. Has the degree of involvement by the distributor or individuals impacted the results?
4. Do incentive programs impact participation levels?
5. What types of changes should be considered in the future?

### **EXECUTIVE SUMMARY:**

We were able to determine that participation in the E-Learning program had a positive impact on sales, and that the degree of participation (passionate vs. passive) greatly impacted the degree of sales success. It became very evident that those that embraced E-Learning very passionately had the highest participation levels... and the highest levels of sales success. Incentive programs drove participation – however it was only passive participation. Passive participants did it for the money and were not motivated by truly wanting to learn and use that new knowledge to significantly grow incremental sales. Passive participants quickly skimmed the courses and repeatedly attempted the quizzes. When the incentive period was over, they stopped their participation in the E-Learning Program. On the other hand, passionate participants were self-motivated to take the courses to improve their own depth and breadth of knowledge and sales skills, and continue to participate on an on-going basis. They focused on the information in the modules, returning to the modules to learn something they may have missed. Also, strong distributor leadership was a pivotal factor in driving the DSRs to get passionately involved initially, and to stay involved.

- Passionate Participation results, increase in sales, period over period:
  - o For Distributors = 45%
  - o For DSRs = 275%, yes 275%!
- Passive Participation results, increase in sales, period over period:
  - o For Distributors = 2%
  - o For DSRs = 22%
- Low/Nil Participation, change in sales, period over period:
  - o For Distributors = decrease in sales by 24%
  - o For DSRs = decrease in sales by 27%

## **FORMAT OF ANALYSIS:**

In order to get the best perspective on the answers to these questions, we realized that we would need both quantitative and qualitative research. To accomplish this, we compared actual sales performance numbers for selected distributors, and selected DSRs, that participated in the E-Learning Program. The distributors and DSRs selected were a mix of both new and long-term Enviro-Solutions distributors/DSRs, in the US and Canada, and included both large and small distributors. The analysis was built based on actual sales from January to June of 2009 with actual sales from January to June of 2010, comparing each 6 month period. Since there are over 65 companies and over 570 participants involved with our E-Learning program now, we used a sampling to reflect the results of all the participants.

*The quantitative results of the sampling analysis were as follows:*

For distributors with **LOW TO NIL PARTICIPATION**, we looked at 6 distributors. These distributors showed growth rates of minus 2% to minus 50%, with the average being a 24% reduction in sales. We analyzed individual sales performance of 3 DSRs in this category, and they showed growth rates of minus 8% to minus 60%, averaging a 27% reduction in sales. We recognize that these results also may have been a reflection of many businesses during the world-wide economic crisis.

But here is where it gets real interesting...

For distributors with **MEDIUM OR PASSIVE PARTICIPATION**, we looked at 4 distributors. These distributors showed growth rates of minus 2% to +5%, averaging a 2% GROWTH in sales, even though they went through the same economic downturn. We analyzed 3 DSRs in this category, and they showed growth rates of +5% to +48%, averaging a 22% GROWTH in sales. Not bad considering the economic climate.

Yet, the best is yet to come...

For distributors with **HIGH OR PASSIONATE PARTICIPATION**, we looked at 4 distributors. These distributors showed growth rates of +17% to +98%, averaging an AMAZING 45% GROWTH in sales! We analyzed 6 DSRs in this category also, and they showed growth rates of +19% to +847%, averaging a WHOPPING 275% GROWTH in sales! Believe it or not, those were the results!

Clearly the results demonstrate that sales were very definitely impacted by passionate participation in E-Learning and that incentives do not drive passionate participation.

### *Qualitative Analysis:*

To gain insight into the incentives used to try to increase DSR participation and suggestions for improvement in the Program, we interviewed 10 selected business owners and managers. During the interviews, many positive comments were made, and many terrific suggestions were offered. Almost all felt that, overall, the program is very good as it is. They said the courses provided interesting and thought-provoking ideas, with an interesting and sometimes entertaining delivery. For that comment, we say Thank You.

Other observations were that the new sales people were very quick to passionately embrace the program, yet many older, experienced sales people (with several years in sales experience and/or experience selling Enviro-Solutions or other Green cleaning chemicals) did not take the time to do it, perhaps thinking that they already knew everything they needed to know. Obviously, the sales statistics showed a different reality. The statistics showed that sales success was greatly impacted by passionate participation levels, regardless of the degree of sales or Green experience. So much so, that many sales managers opted to participate in the program, if just to assist in their sales management responsibilities. Others used it as a training requirement for new hires, requiring as much as 4 days of continuous E-Learning training during a new hire's first week.

## **SUMMARY:**

If participants do nothing with the E-Learning Program, they'll get nothing. To really make a difference, the Enviro-Solutions E-Learning Program must be passionately embraced, and that passion is the same factor that separates the leaders from the followers. With over 46 courses and over 168 modules, and with new modules being added every 6 to 8 weeks, there is plenty of good information on the products, procedures, selling skills, selling Green, as well as the terminology necessary for success in selling Green. We now know that incentive programs do not create the sustained passion necessary for true success. Those that want to grow significant incremental sales need to either get the passion... or forever accept the limitations they have put on their sales growth, their earning potential, and, ultimately, their success in sales.

The future is always bright for people that embrace all things in life with passion and conviction ... and then implement/execute with the same passion!