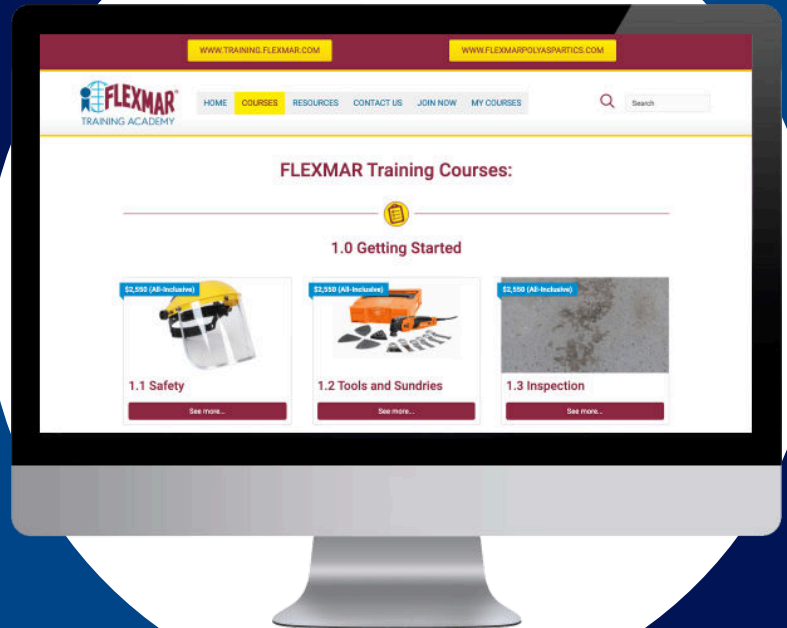


Manufacturing Learning Management System for National Dealer Program



FLEXMAR is a manufacturer of polyaspartic floor coating systems applied on residential and commercial concrete floors. Since 2006, FLEXMAR has distributed flooring through a nationwide dealer network.



CHALLENGE

FLEXMAR's training program needed to expand and scale.

- 1 Dealers located across the U.S. needed primary training as well as ongoing training for new employees
- 2 Travel costs and schedule disruptions limited training opportunities.
- 3 Multiple instructors and learning environments increased the variability of training methods and outcomes.
- 4 8 week onboarding and training timeline.

OPPORTUNITY

Out-of-the-box thinking and a new approach were needed to develop, scale, and maintain a new training program.

- 1 Develop consistent technical training of the course material.
- 2 Execute cost-effective, scalable training delivered to the dealers when they needed it.
- 3 Deliver personalized training for each team member's specific role in the selling, preparation, and application of the flooring systems.
- 4 Reduce onboarding and training time to under 2 weeks.

FLEXMAR® Dealer Learning Management System

The FLEXMAR LMS provided a repeatable, scalable, and technical training program to be delivered to dealers digitally.

BENEFITS

Improved training program with reduced costs and scaleable national distribution.

- 1 Standardized scripting and training materials developed and memorialized in written form and converted to video presentations.
- 2 Travel costs eliminated with training available to approved dealers 24x7x365 on their desktop, tablet, or mobile phone.
- 3 A centralized platform created for future expansion and rapid deployment of new training initiatives.
- 4 Training and onboarding time reduced to under 2 weeks.



RESULTS

90%

90% reduction in **variable training** cost per dealer

\$2.5K

\$2,500 per dealer **per year revenue** stream created for training portal access

8

8 weeks reduction in **onboarding** to training time

75%

75% reduction in **onboarding and training time**

