



*The Insight Moment:*

## ENABLING EDUCATORS TO HELP STUDENTS SUCCEED



# Odysseyware

### INDUSTRY

E-Learning, Digital Curriculum

### REVENUE

14.1 Million

### EMPLOYEES

83 Sellers & Mangers

E-learning content and curriculum providers continue to confront dramatic changes in the online education marketplace. Between rapidly evolving technology and constantly shifting regulations, sellers are being asked to engage a more sophisticated customer. Odysseyware uses Challenger Activation to align their Sales, Marketing, and Product teams to help its customers navigate a complex buying journey.

*Odysseyware challenged its customers to think differently about how using different curricula with different students affected graduation rates.*

### MEETING THE CHALLENGE

**Odysseyware faced commoditization in an increasingly competitive e-learning content space.**

- The company lacked a differentiating commercial message and spoke mostly about the features and benefits of its e-learning content, not teaching schools about the importance of consistent learning curricula
- Sales leadership needed to align a fragmented sales organization around a common experience that provided value to an increasingly sophisticated buyer of e-learning

### CHANGE PERSPECTIVE TO CHANGE POTENTIAL

**Odysseyware partnered with Challenger Activation to support sales and leadership, develop Commercial Insights, and upskill sellers to provide a new commercial experience.**

- A core team of Sales, Marketing, and Product leaders joined together to create new commercial messages using Challenger Activation's Insight Design process
- These messages were presented to the organization as part of a full-day Challenger Activation onsite and as part of keynote presentations and breakout sessions at the company's 2017 National Sales Meeting



## Odysseyware®

### BEFORE CHALLENGER

“Our digital content offerings are easier for teachers to use than traditional curriculum”

### AFTER CHALLENGER

“I’d like to discuss how your student graduation rates are impacted by inconsistent curricula used in your district”

- The entire sales force completed Challenger Activation’s e-learning curriculum, reinforcing key concepts introduced at the onsite meetings
- Upon completion of the e-learning curriculum, Odysseyware deployed the Challenger Activation Sustainment Plan to support sellers in embedding the newly learned behaviors

### CHALLENGER ACTIVATION LIFTS SELLER PERFORMANCE, ENGAGEMENT AND ACCESS

- 12 months after Challenger Activation launched, Odysseyware’s sales increased by more than **10%**
- **79%** of sellers reported that Challenger helped them prepare more thoroughly for their sales interactions
- **74%** of sellers reported that Challenger allowed them to have more meaningful sales conversations
- **84%** of sellers would recommend Challenger Activation to their peers

“We chose Challenger at a time when the industry is competitive, products are being commoditized, and buyers are looking to sellers for much more than product knowledge. Integrating it through Sales, Marketing, and Service helps us have a common understanding of how we approach our industry and has differentiated us. After our first full year with it, we’re even more excited for the future.”

Barry Swihart

Senior Vice President of Sales