



COMMUNICATION TRAINING FOR LOTTERY SALES TEAM

IGT PROVIDES LOTTERY SERVICES TO MANY STATE LOTTERIES IN THE U.S. THE IGT SALES TEAM WORKS DIRECTLY WITH RETAILERS



THE SITUATION

IGT provides lottery services to many states. The sales team sells to the retailers. IGT does not sell their products to the consumer. Instead, they are part of a supply chain sale similar to a manufacturer's rep. IGT decided to implement a 3-year sales communication training program and asked iSpeak to customize it.

THE SOLUTION

iSpeak first performed ride-a-longs with several lottery sales reps in their territories to observe and gather information for the workshops. These interactions were helpful for iSpeak to then customize all of the curriculum using IGT sales vocabulary and terminology. Each exercise in the workshop was also written to align with specific lottery sales situations.

iSpeak then proposed a full 3-year curriculum path for communication development. The sales reps would come together for instructor led training every 9 months with a focus on a specific skill set. The tools provided needed to be immediately applicable by the team and customized to their world.

THE RESULTS

In 2016 iSpeak and IGT were awarded the Silver Stevie by the American Business Awards for the Best Sales Training Program. The nominees across the U.S. are independently evaluated and scored based on the effects recognized within the business. iSpeak has continued it's relationship with IGT and has provided similar projects now in 5 different State Lotteries.

- *"Wow! I really enjoyed this class over the last 3 years. I will use a lot of what I have learned in my sales communication each day... thank you! – Sandra Winter*

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I find myself actively using iSpeak in my daily interactions with retailers.

– Jeff Barney

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