

Increasing Numeric Distribution with Mobile Sales Readiness

A leading lubricant company wanted to increase its numeric distribution to 80% of the oil change universe from 40%.

They had 3rd party sellers and remote sellers that needed to be onboarded and trained. But going beyond the reach of their DSRs was very costly due to higher marketing activation costs

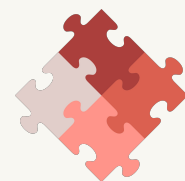
Traditional learning and communication was proving to be expensive and ineffective



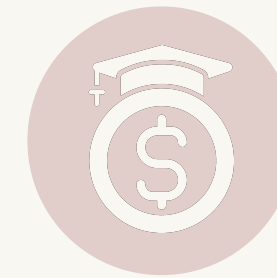
Deployed a digital readiness solution that provided equal learning opportunities to all new sellers



Onboarding and training- from anywhere, reduced activation costs and helped increase market share



Streamz' SaaS Sales Readiness solution aligned seamlessly with their market structure



Reduced learning costs by up to 70%



Reduced market activation cost by a factor of 10



Increased distribution sales by 2X



Increased premium product sales by 400%