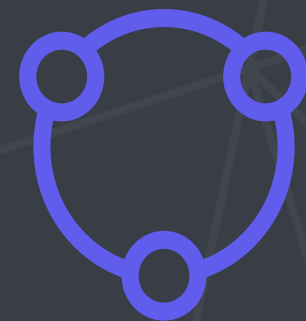




Green Business

# **SALES SYSTEM WITH ELEMENTS OF GAMIFICATION**



**My Learning  
HUB**

## CASE "SALES SYSTEM WITH ELEMENTS OF GAMIFICATION, MY LEARNING HUB» 2019

One of the features of our company is that people come back to us again. The founder of the My Learning Hub company met Andrey (the founder of Greenbusiness) back in 2016 and underwent sales coaching with him. In 2019, he returned with a request to create a sales system for his company.

### About the customer

In 2014, the company was known as the startup "Unius Learning" and completed the development of its MVP, an advanced distance learning system. The company was choosing a strategy for organizing its sales, looking for its first customers. Then the company contacted us for the first time.

In 2019, My Learning Hub is a London-based global e-learning company serving clients in Europe, North America and Africa.

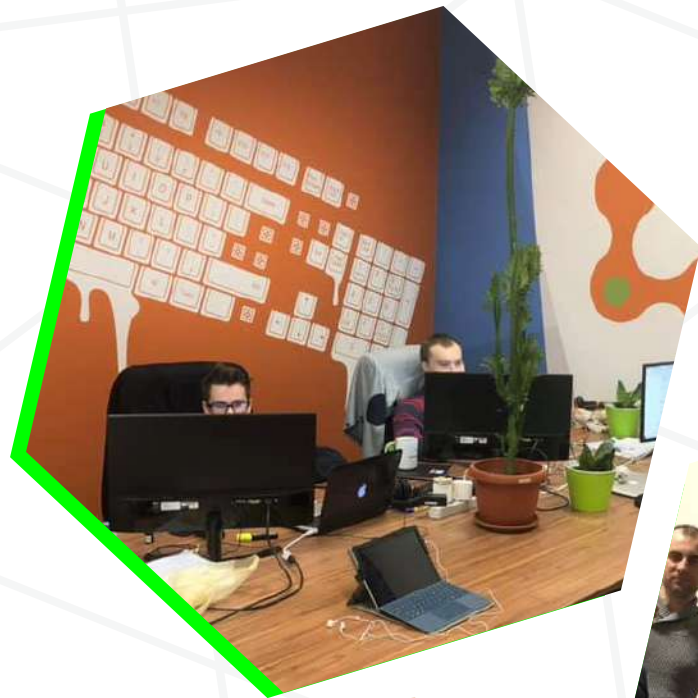
### The main problem

In 2019, the My Learning Hub company came to our agency with the problem of building a sales system and optimizing it.

The main task was to adapt sales to the Russian market and to improve the sales system that was available for the European market.

## Nuances

The sales system for Europe was not suitable for the Russian market, so it was decided to make it completely from scratch.



## Why Green Business?

The founder of the company, Viktor Potapov, contacted us after attending a seminar on sales strategies for startups. The seminar was conducted by the founder of GreenBusiness as part of the Russian state program for supporting entrepreneurship "Business for Me" in 2016.

Victor had no doubts that our company would help him with the sales system in 2019.

## My Learning Hub Commentary

We have not stopped communicating with Andrey since the day of our acquaintance and the first cooperation. He gave me free sales advices and was always ready to help. So I knew who to turn to.

*Viktor Potapov, Founder & CEO*

## Stages

**01 Market analysis and audit of the sales department**

We conducted a market analysis and identified weaknesses in the sales department. Created a description of the sales process for different segments of the company's target audience in the European and Russian markets.

**02 Sales Kit and sales technology**

We have developed a Sales Kit, including a quote template and letter templates. Created reminders for managers on key actions in the sales cycle. We have developed active sales tactics and a complete sales technology for the Russian market.

**03 The sales system for the Russian market**

We have prepared sales regulations and completely created a sales system for the Russian market.

**04 Sales department gamification**

We created a system of internal rating and achievements of sales managers, awards linked to the company's KPI system. Gamification was created to increase sales force engagement.



## Selling materials

### Universal objection neutralization scheme



#### Простота в использовании

Ваша компания получит имидж прогрессивной цифровой компании, использующей только самые лучшие и удобные инструменты.

#### Возможность протестировать бесплатно

Возможность протестировать платформу бесплатно поможет вам понять сколько пользы может принести наше с вами сотрудничество.

### 5 причин выбрать MyLearningHub

... для генерального директора маленькой компании



#### Мощные интеграции

MyLearningHub не потребует дополнительных затрат для ваших текущих расходов на ИТ, потому что наш API позволяет легко и просто интегрировать практически все.

#### Оценка эффективности обучения

Вы можете измерить результаты обучения сотрудников, внедрить инструменты вознаграждения на основе заслуг и тем самым более эффективно использовать свои ресурсы трудового потенциала сотрудников.

#### Доступная отчетность

У вас есть актуальная информация о каждом сотруднике, а также о сумме денег, которую вы на них потратили, благодаря чему вы можете быстро контролировать расходы и избегать работы с неэффективными сотрудниками.



### От LMS-инструмента к комплексному сервису

My Learning Hub — это не только LMS-платформа. My Learning Hub — сервис, комплексные решения которого помогают преодолеть трудности на пути к L&D.



Специалисты MLH помогут Вам понять, на какой стадии развития L&D Вы находитесь и какие задачи необходимо решить.



Менеджеры компании помогут интегрировать сервис в Вашу компанию.



Библиотека курсов предложит готовый контент или предоставит проверенных провайдеров тренингового контента.



Благодаря простому в освоении конструктору курсов сотрудники Вашей компании смогут создавать курсы быстро и самостоятельно.



## **Green Business Commentary**

We are very sorry that COVID-19 interfered with our plans, but we are glad that the company was able to implement our sales system and maintain the upward trend.

## **My Learning Hub Commentary**

I was confident that our cooperation will be fruitful. Gamification is a separate delight, as the motivation of the sales force has increased significantly and they began to show decent results in their work.

Once again I was convinced of the expertise of the GreenBusiness team and their involvement in our project.



## Results

As a result of the work, the problem of the company's entry into the Russian market was solved and an exhaustive sales system was created.

Due to the introduced gamification in the sales department, the activity of managers was increased and the effectiveness of their work increased.

## Commentary by Viktor Potapov

As a result of the work, a sales system for the Russian market was created, and the sales system for Europe was also adjusted. We were also provided with a financial model for further implementation. Unfortunately, due to COVID-19, we were forced to implement the sales system and gamification on our own, without the support of the Green Business agency.

## Figures

by **50%** increased the staff of  
the company

In the first year of its operation, the company reached 400 thousand dollars a year in sales.



## Review of the work



*«Я очень благодарен директору компании GreenBusiness Андрею Майборде за поддержку, которую он и его компания оказала нашему проекту Unius. Андрей заинтересовал меня своими практичными советами на семинаре, и консалтинговый проект, который мы затем реализовали, оказался очень полезным для выбора правильной стратегии развития продаж компании. Мы также очень признательны за помощь в заключении первого контракта в российском B2B сегменте – именитый клиент, которого помог привлечь GreenBusiness, открыл для нас хорошие возможности на европейском рынке. Во многом рекомендации по продукту помогли нам выиграть сразу два престижных конкурса. Отдельно скажу о тренингах Андрея – они очень полезны для всех, кто связан с продажами, и по-настоящему вдохновляют. Рекомендую GreenBusiness как профессионалов высокого класса по развитию стартап-проектов».*

Виктор Потапов





# Green Business

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