



## CASE STUDY: INTERTAPE POLYMER GROUP (IPG)

### Q MINDshare Helps IPG Sales Reps Move Customers Through the Buying Cycle

Packaging industry leader **Intertape Polymer Group® (IPG®)** made a significant investment in its "sales playbook," which was built using SAVO's sales enablement platform. Q MINDshare is the company's playbook reinforcement strategy, driving outstanding results by keeping best practices and important product knowledge top-of-mind with sales teams. Prior to Q, baseline knowledge retention with IPG's sales organization was less than 70 percent. With Q, it's 96 percent.



**James Apap Bologna**  
VP, Marketing & Corporate  
Communications  
IPG

*Q MINDshare takes our sales team performance to a whole new level. Our reps are more effective in moving customers and channel partners through buying cycles, positively impacting our revenue and improving the way we do business. Q is a must have for any sales enablement initiative.*

#### HERE'S HOW THEY DO IT

Each quarter, marketing partners with sales enablement to stage and deliver a **weekly review session** to North American sales reps and managers. These brief reviews are delivered every Wednesday and include tips, videos and interactive questions. Sometimes questions focus on proper use of the sales playbook. Other times, Q quizzes the sales staff on specific product knowledge, markets and use cases.

Each mini-test includes links to **relevant playbook resources** to continuously remind reps of the tools they can use on sales calls. Incorrectly answered questions create a "learning moment." Q immediately provides feedback in context so individuals learn the correct answer and why. More importantly, Q adds a missed question back into the redelivery queue to be sent to the sales rep until it's answered correctly. Each time a question is properly answered, the improvement in knowledge retention is recorded, **giving IPG management feedback** on mastery of the material and providing insights into coaching opportunities for areas most at risk.

IPG successfully interweaves sales enablement with Q's knowledge reinforcement and change management capabilities. With a better understanding of the resources available on SAVO and how to leverage them, and with greater product knowledge, **IPG's sales reps are more effective** in moving customers and channel partners through buying cycles. Furthermore, marketing's investment in SAVO is easier to justify since sales teams are actually using the system effectively.



*Contact us today to see how we can help you leverage sales enablement with a free demo of Q MINDshare. Email us at [info@count5.com](mailto:info@count5.com) or call (404) 961-7350. Visit [www.count5.com](http://www.count5.com) for more info.*

count5, Q and Q MINDshare are registered trademarks or trademarks of count5.