

CASE STUDY

Richardson Sales Training



ABOUT THE CLIENT



Richardson is an internationally recognized sales training and performance improvement company. They deliver highly customized learning solutions to 65% of the Fortune 500 to enhance the effectiveness of sales organizations.

www.richardson.com

“Mimeo helps us represent our brand in a professional way. From construction to shipment, the quality of the materials and the level of service is excellent. You guys are exceptional at what you do.”

- Ray Caffrey, Vice President, Professional Services

CHALLENGE

Richardson’s global roster of clients require high quality training documents at a moment’s notice. Richardson customizes course curriculum for its clients, creating an essential need for high quality materials produced with minimal lead times.

- Delivering high quality, customized content with short lead times
- Time intensive method of providing clients with order and tracking information
- Last minute updating of materials prior to shipment
- European and American sized formats required by clients

PROBLEM SOLVING

Using Mimeo’s cloud based platform to build, proof, and ship training material, Richardson provides clients value with consistent training documents delivered around the world. Revisions to highly customized content can be made at the last minute. Mimeo provides the logistics to ensure that client expectations are met. The tracking and reporting features of the platform help Richardson achieve client success.

RESULT

- Putting high quality documents in front of clients
- Reliability that documents will arrive at training locations
- Increased ability to provide client specific customized materials
- Richardson’s high value content professionally represented

BONUS - TRACKING AND REPORTING

“The reporting [tracking, usage, financial] is timely, thorough, and accurate. It helps us run a better business. I needed a complex, ad-hoc report for a meeting and you were able to get it to me in 24 hours. Excellent service.” - Ray