



Chuck is the Chief Operations Officer at the headquarters of a large, well-known convenience store chain that operates locations across the United States. He manages the heads of various departments in operations, which includes human resources, risk, and finance. Because he is relied upon in many different areas of the business, he is often hard to reach due to his busy schedule.

## GOALS:

- Increase sales
- Decrease costs
- Improve customer & employee retention

## CHALLENGES:

- Implementing efficient, effective, and engaging training
- Maintaining compliance
- Managing training costs

## THE PROCESS

My company has a clear decision-making process, and I often provide final approvals. I have limited capacity, so when the project is a priority, we'll need to move quickly.

## NEGOTIATING

You'll need to prove to me that you are the best solution and that we'll get a return on our investment. I don't have time to waste, so be clear and concise when you're presenting.

## SOLUTION REQUIREMENTS

I need you to communicate well with my team to make sure our transition is as seamless as possible. That means integrating with existing applications and making sure onboarding goes smoothly. I want to make sure no one slips through the cracks, so reporting is valuable to me.



Tim is the Director of Human Resources at the headquarters of a convenience store chain that operates locations across the United States. He is responsible for the Human Resources department, which not only handles recruitment and benefits but also employee development and training. Tim is the initial contact that evaluates the solution based on requirements from multiple stakeholders.

### GOALS:

- Improve employee retention
- Improve performance
- Administer consistent, thorough training across locations

### CHALLENGES:

- Maintaining training efficiency and effectiveness
- Developing and implementing processes and procedures is time consuming

### THE PROCESS

My company has a clear decision-making process that's not easy to influence or rush. When the project is a priority, though, we'll need to move quickly.

### NEGOTIATING

Price is rarely an issue for me if you are providing a quality solution. Managing our budget is important, though, and because our company is so large, I'll expect strong volume discounts.

### SOLUTION REQUIREMENTS

My ideal solution will integrate with our existing payroll and talent management applications. I may need to be able to customize the solution to fit our current processes and procedures. Compliance is very important.



Tonya is the Training Manager at the headquarters of a convenience store chain that operates locations across the United States. She is responsible for employee development and training and reports to the Director of Human Resources.

## GOALS:

- Improve employee retention
- Ensure employees across locations are receiving consistent, thorough training

## CHALLENGES:

- Managing the training program and materials
- Reporting on training effectiveness

## THE PROCESS

I'm involved in the evaluation of the product, but the Director of HR is the decision maker. Because of this, it may take some time to push your product through, but I'll let you know when we're ready.

## NEGOTIATING

Because we're a growing company, I'm looking for volume discounts. I'm cautious about overspending but also want a quality product.

## SOLUTION REQUIREMENTS

I may not know everything I need to about online training content and systems. What I do know is that this solution must help us get on track and stay on track with training employees as well as with compliance requirements across our many locations. I'll be a power user, so this product must be flexible and easy to use.