

## CASE STUDY

### Company:

JJWild

### Customer Since:

1997

### CEO:

Sal Lanuto

### The Business:

Provides IT Services  
to Healthcare  
Organizations that  
use Meditech.

### Employees:

110

# Training support that drives strategy, brings together sales and delivery, and transfers knowledge to management that helps lower cost and improve skills.

## The Challenges

1. Ensuring that the strategy made its way to the field:
  - Sell solutions, not boxes
  - Be professional consultants, not just subject matter experts
  - Put the customer at ease- live our brand and our values
2. As the company grew, training became more and more important.
3. The company was too small to hire a VP of HR or full time training resources.

*“Her support is critical since we don’t have a full time resource allocated for training. Working with her allows us to develop professional, comprehensive, and effective training programs in a short period of time.”*  
- Sal Lanuto, CEO, JJWild

## What Happened?

Since 2002, Melissa has helped JJWild to Design, Build and Deliver training for its various organizations. Given Melissa’s close relationship with the CEO **Melissa is able to ensure that strategy goes beyond management and down to the field through training.**

Initially, Melissa was very involved in all aspects from the training design to delivery. Today, **having trained JJWild’s management, Melissa’s involvement is still requested but less intensive.** This knowledge transfer has been of great benefit to JJWild. The team continues to rely on Melissa for creativity, content, sanity checks, and occasional delivery- but has radically improved their own ability to launch successful training programs. Economically, this allows JJWild to have more process vs. event driven training that has helped transition the company both in terms of growth and new products and services.

Two times a year, JJWild delivers sales training to its staff. The training is **customized so that it incorporates**

**both skill development modules as well as JJWild specific business.** Because Melissa has both training development and consulting skills, **often training leads to the development of new sales processes that Melissa can initiate and drive to completion with the CEO and VP of Sales.**

Examples include, changes to sales org structure, sales process improvements, compensation changes, and various selling tools. As a result, training is meaningful because it is supported by management processes to drive change.

*“She has a real talent when it comes taking a concept and putting it into practical application. This is demonstrated in the way she designs, develops and delivers training programs.”*

- Sal Lanuto, CEO, JJWild

**On the consulting delivery side, the process is similar. JJWild has successfully grown its consulting force from 5 to 75 in just 4 years.** This required training from orientation to technical skills to consulting skills to methodology development. Similarly to sales, Melissa has been able to identify processes that need to be supported, such as methodology development, and guide the team to complete such projects to incorporate into the training. Also, **by working with both sales and consulting, and by understanding the corporate strategy, Melissa can identify opportunities for the divisions to improve collaboration a unique capability that a typical trainer is not likely to have.**

## The Results

1. In line with the strategy, the mix of business has changed with few resource changes within the sales force.
2. The consulting business as grown exponentially.
3. The training budget has been reduced through knowledge transfer of instructional design skills to JJW management.