



Clark University

2008 • "Taking Aim"

Results

The ROI evaluation revealed that the meeting was of great value to participants with an aggregate score of 4.12 on a scale of one to five. It also demonstrated an ROI of 338% - for every dollar spent, an additional \$3.38 in new profit was created.

Additional benefits derived from the evaluation included the identification of several barriers to performance that negatively impacted the ability of sales people to implement what was learned at the meeting.

Upon review of the findings, leadership decided to continue Clark University on a 12 month cycle and address the barriers to performance through development of content.



"Education and training is often the first thing cut in tough economic times. This study helped us quantify the value of the meeting, justify the investment and continue to reap long term benefits."

Mike Sengstock
Vice President, Sales & Marketing
Clark National, Inc.

Situation Analysis

Clark National, Inc. distributes food service and industrial products including equipment and supplies, janitorial maintenance items, foodstuffs and industrial packaging to approximately 12,000 customers in 20 states through 90 sales personnel.

Clark University is a national sales meeting that has been held the first quarter of every year for five years. Despite a successful meeting in April of 2008, economic conditions caused the President/CEO to recommend moving the meeting to an 18 or 24 month cycle. Sales and marketing staff were concerned that this move would inhibit their ability to achieve sales and profit objectives.

Solution

In order to understand the value of the national meeting, Clark decided to measure the results of the meeting. The evaluation included the measurement of results at five levels including Level Five, return on investment (ROI), according to ROI Institute methodology.

A survey was sent to meeting participants immediately following the meeting to measure Level One, Reaction/ Satisfaction and Level Two, Learning. Participants were also surveyed at five months to measure Levels Three, Application, Level Four, Business Impact and Level Five, ROI. A summary of findings and recommended action was presented to Clark leadership.