



# Spark National Technical Training

Spark National Technical Training, a Novell® Gold training partner, works within today's competitive training atmosphere where leads are difficult to find and even more difficult to close on. However, through its Novell partnership, Spark National is provided with a variety of training leads, which has resulted in Spark National's record of the best sales conversion for North America.

### Overview

Spark National Technical Training, located in Oshawa, Ontario, is recognized by its clients and suppliers as one of the best places to find knowledgeable instructors that have real-world experience relevant to the courses they teach. Spark National is among the few training facilities that specialize in the delivery of Novell training and is the leading supplier of Novell channel-led training in Canada.

### Challenge

In today's competitive business atmosphere, training employees is no longer optional. And organizations are realizing that if their employees aren't keeping up with rapidly changing technological trends, the entire business could feel the consequences. However, it's not always easy to set aside the budget and time necessary to complete that training.

With budgets for training shrinking and with every moment spent away from value-add work equaling lost revenue, companies are finding it more difficult than ever to find the resources necessary to train their employees.

With customers being so adversely affected by the economy and constricted budgets, it's only natural that training partners also feel the crunch. But in trying times, Novell is even more dedicated to helping Spark National grow its Novell training business and reach new and existing customers with its message: that training is not just a convenience—it can truly help customers save money and become more efficient.

### Solution

Because Novell is dedicated to helping its partners grow, it has been supplying leads to Spark National for some time. These leads come from a variety of sources, such as customers that have taken technical skills

### Novell Business Partners:



#### ■ Name of Company:

Spark National Technical Training

#### ■ Industry:

Training

#### ■ Location:

Canada

#### ■ Products and Services:

Novell Training

Novell ZENworks 10 Configuration Management

**“Not all leads convert, but it sure makes for a pleasant afternoon when one comes through.”**

#### Alain Rochon

Director, Training Services  
Spark National Technical Training



“In a competitive marketplace, finding qualified leads is always a challenge. Having them handed to you and converting them is a win-win.”

**Alain Rochon**  
*Director, Training Services*  
Spark National Technical Training

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assessments, customer loyalty leads and also requests that come from the Novell Training Web site. Spark National then contacts these customers as soon as possible, and adds them to a database to ensure quick and consistent follow-up. Spark National keeps in contact with the leads, keeping them informed of new training opportunities by newsletter.

In fact, this repeated follow-up is what has led to Spark National's record of the best sales conversion for North America. This constant communication allows them to create a blended learning solution that is best suited for each customer.

## Results

As a result of the leads Novell has provided to Spark National, several conversions have been achieved. And according to Alain Rochon, Director of Training Services at Spark National Technical Training, “In a competitive marketplace, finding qualified leads is always a challenge. Having them handed to you and converting them is a win-win.” This relationship between leads generation and leads conversion is

apparent in one of Spark National's recent wins. A Canadian government customer has committed to purchase all of its training from Spark National. The terms of the contract include a standing offer to use Spark National for all its training needs through the 2009 fiscal year. In addition, the deal includes two one-year extensions to supply all the company's Novell training through Spark National.

Another customer Spark National has signed—through a lead provided by Novell—was looking for Novell ZENworks<sup>®</sup> 10 Configuration Management training. After the initial contact, the company enrolled two students in live, online training. Another customer will be signing up for live, online GroupWise Administration training this fall following the completion of a project.

Finally, a customer needing immediate access to Novell Open Enterprise Server training agreed to purchase the entire on-demand library instead of a single offering after a plan was hatched to confirm the value of the on-demand training solution.



Contact your local Novell Solutions Provider, or call Novell at:

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