THE BOB PIKE GROUP — CASE STUDY

PIKE'S PEAK AWARD
Team Winner
2025

Sales Enablement Spring Venture Group

Spring Venture Group (SVG) is a health insurance brokerage and marketing company with almost 1300 employees. Their training team onboards 150–950 new sales agents annually and supports them with ongoing education.

THE CHALLENGE

In a fast-paced, high-growth environment, new agents must ramp up quickly, perform reliably, and navigate complex sales and compliance expectations. While thorough, the existing New Hire Training had become too content-heavy and lecture-based, relying on PowerPoint and passive learning. As the company scaled, this impacted both engagement and knowledge retention.

THE SOLUTION

After completing The Bob Pike Group's Instructional Design course in 2019, Matthew Applequist—now VP of Sales Enablement—recognized the need to overhaul SVG's entire training pipeline. The goal: Make it instructor-led and participant-centered to align with adult learning best practices.

The team rolled out major changes:

- Structured sessions around "CPR"—Content, Practice, Revisit—to promote low-stakes, frequent application
- Replaced passive lectures with small-group discussions, scenario roleplays, and energizers
- Introduced printed materials for interaction and note-taking in place of slide-heavy decks
- Added extrinsic motivators like app-based competitions and personalized (and hilarious) water bottle stickers

> **"The inherent complexities of our industry have historically been a difficult challenge to overcome; this is especially true for new hires. While agents previously felt anxious and overwhelmed following training, they now feel confident and prepared. Our strategic shift to an Instructor-Led, Participant-Centered methodology has produced immediate, measurable results, and we now consider our training program to be a competitive differentiator."** Lauren Guinta, President SVG Agencies

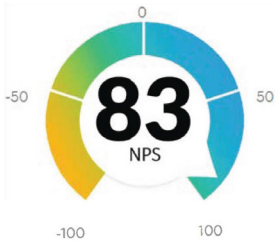
THE RESULTS

Over six years, SVG's Sales Enablement team redesigned the full training pipeline—seven programs and over 1,500 pieces of content—creating a sustainable, effective, and fun approach to training. Training has had measurable impact across the business, particularly in sales performance and employee satisfaction.

OUTCOMES:

- **Reduced Lecture:** 3–5 hours of lecture time replaced per session with interactive activities
- **Improved training scores:** 4.7/5 average participant rating across redesigned onboarding cohorts
- **Increased sales/revenue:** Prior to the redesign, it was rare for a full class to meet their targets in the first three months (if it ever happened at all). Now, the opposite is true. Average sales by new agents in their first three months rose from 16.9 policies/month in 2022 to 27.0 in 2024 — a **59.8%** jump.
- **Increased agent satisfaction:** The New Agent Training program boasts an impressive **83 Employee Net Promoter Score** (eNPS, a scale that measure how likely employees are to recommend their workplace to others), surpassing the "world-class" threshold of 80.
- **Increased agent retention:** Prior to the redesign (2021), attrition was about 8%, now (2024), only 1% of agents exit training—an **87.5%** reduction in attrition.

59.8%
Increase in sales



Increased agent satisfaction

87.5%
Reduction in attrition

New Sales Agents leave training feeling confident, capable, and supported. Continued instructor-led, participant-centered education further strengthens their productivity and resilience. The use of BPG methodology didn't just transform new hire training—it also strengthened the credibility of the Sales Enablement team across the organization. Leaders now advocate for participant-centered training and seek support in applying these strategies to team meetings and ongoing learning.

> "This was more than just improving slides or adding games. It was about changing how we think about training—what learners need, and how we help them succeed."