



We've enjoyed a partnership with Chamberlain, the world's largest manufacturer of Garage Door Openers, for over a year.

Garage door openers have an extremely long purchase cycle of ~15-20 years. Brands must maximize their share of current purchases while retaining current customers for future purchases. Partnerships with key retail accounts are critical to a brand's sales and survival.

That's why Chamberlain chose Cooperate for assistance on their largest and most prominent account - The Home Depot.

See how we educated the Home Depot Sales Managers on two new Chamberlain smart home products that were poised to launch - all within a two week time frame.

Chamberlain - MyQ Product Education Video

Challenge

Chamberlain was unveiling two new “smart home” products at Home Depot’s annual new product sales training meeting. They needed to educate store managers on key features/benefits via a silent self-educating kiosk, which Home Depot had mandated as the only educational tool OEM’s could use.

Insight

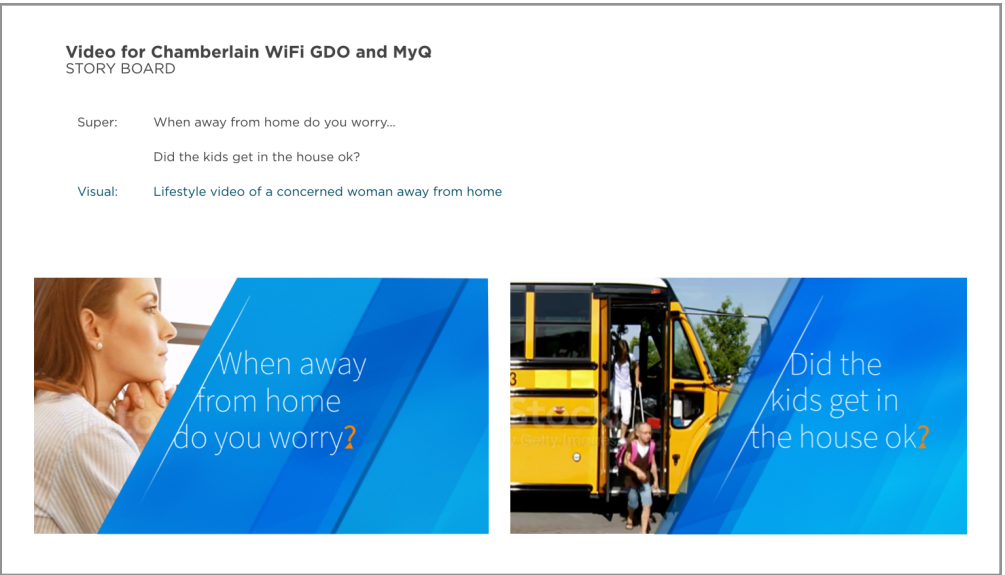
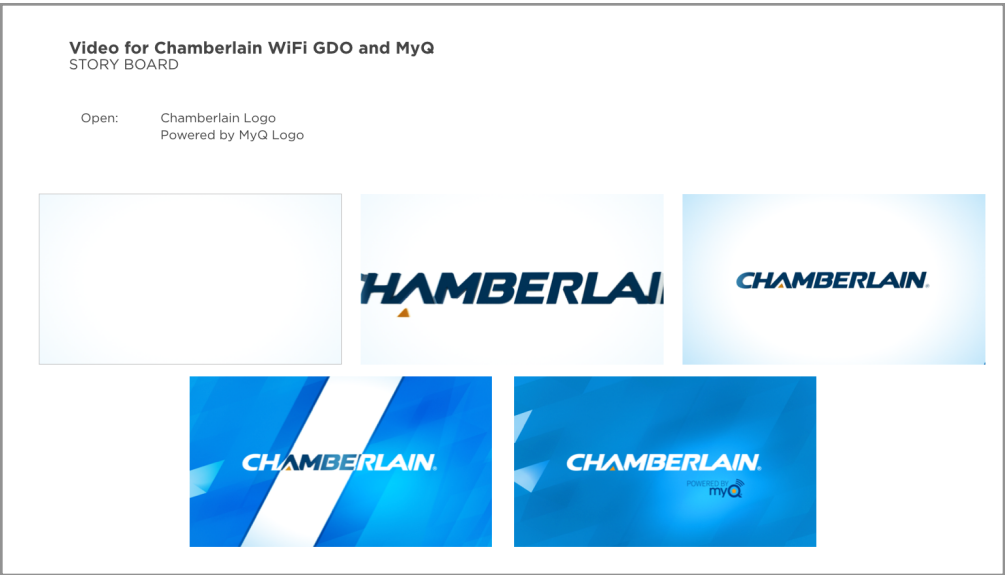
Home security and safety are key concerns that become even greater when homeowners are away for more than a day. Most Home Depot Sales Managers are homeowners, and were likely traveling to the multi-day meeting.

Solution

In less than a two-week time frame, Cooperate created a two-minute “silent salesman” video that spoke to meeting attendees not as Sales Managers, but as away-from-home homeowners. We promoted the Chamberlain MyQ Smart Garage Hub as the hero product to keep you always in the know. This approach resonated strongly with Home Depot Sales managers and delivered key features and benefits in a compelling and memorable way that increased retention.

Results

- Over 2,200 registered participants successfully viewed the two-minute “silent salesman” video during training
- Qualitative feedback was extremely positive and rated as “memorable” and “impactful”
- Video edits will be posted online for future training and consumer viewing



[Click here to view: Chamberlain MyQ Product Education Video](#)