

HUGH & GRACE

Industry: Direct Selling

Solution: Sales Enablement



The Results

2.9X

monthly sales growth for users engaged in activities (tasks, learning, social) over inactive users

4.9X

more sales-active months for users who completed onboarding over those who didn't

38%

faster time to first recruit for users who completed onboarding compared to those who didn't



How Hugh & Grace Successfully Drove Their Consultant Behavior Change

About the Client

Hugh & Grace is a lifestyle wellness brand promoting health with high performance, hormone supportive skin, health and home care products that help minimize exposure to hormone-disrupting chemicals. As the leader in the hormone health movement, Hugh & Grace has trusted products that go on, in and around your body, a health-minded community, and a lifestyle opportunity.

Since its inception, Hugh & Grace has experienced significant growth, particularly within the direct selling industry. Leveraging a community-based approach, the company has built a robust network of independent consultants who share their passion for clean living. This grassroots marketing strategy has allowed Hugh & Grace to expand rapidly, reaching customers across the United States and beyond. The company's commitment to transparency, education, and empowerment has resonated with consumers, driving their success in a competitive direct selling market.



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Challenge

Hugh & Grace launched during a period of rapidly changing market dynamics, requiring innovative strategies to navigate these shifts. As the company expanded, maintaining consistent messaging and ensuring all consultants adhered to the company's standards became increasingly difficult. The diverse backgrounds and varying levels of experience among consultants led to inconsistencies in their ability to effectively represent the brand and maximize their potential.

The company recognized that to grow sustainably and build a strong team of consultants, it was crucial to provide a cohesive and supportive environment. This required a concerted effort to align all consultants with the company's values, product knowledge, and business practices. The lack of personalized training and streamlined communications made it challenging to ensure that every consultant felt confident and equipped to succeed at a given point of time.

Additionally, as the consultant network grew, the need for a scalable solution to manage and support this diverse group became apparent. The company needed to find ways to foster a sense of community and belonging among consultants while also equipping them with the tools and knowledge necessary to thrive. This meant addressing the varying levels of experience and personal goals within the teams, providing tailored support, and creating opportunities for continuous learning and development directly tied to their business growth.

The challenges facing Hugh & Grace at the time could be summarized as follows:

- 1. Personalized Engagement & Training:** Struggling to find an effective way to train and engage a growing consultant base at scale, which was essential for supporting the company's growth and its ability to respond quickly to socio-economic and market changes.

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2. **Technology Adoption:** Facing difficulties transitioning from traditional in-person events to digital platforms, which was crucial for consultants to effectively sell products that typically required sensory experiences, such as skincare items.

3. **Performance Tracking:** Dealing with an outdated system for tracking consultant performance, making it hard to provide timely feedback and recognition, and to determine which programs and initiatives impacted field success.

Solution

Hugh & Grace recognized the need for a comprehensive solution to manage personalized training, sales enablement, and communications at scale within one app to enhance their field experience. After extensive research, they identified Rallyware platform as the best option due to its robust features, user-friendly interface, and proven success in the direct selling industry. Rallyware's real-time consultant performance tracking, digital engagement and enablement tools, and flexible operation options aligned perfectly with Hugh & Grace's goals, ensuring consultants received the support needed to enhance productivity and satisfaction at any point of time.

Launching the project required careful planning and a phased approach to product rollouts, allowing for gradual onboarding and improved resource management. Securing buy-in from field leadership was also crucial for success. Their support ensured alignment across all levels of the organization, fostering a unified effort towards achieving the company's goals.

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This alignment not only streamlined the implementation process but also bolstered the confidence and commitment of the entire field, ultimately driving the platform adoption that has significantly impacted the consultants' business growth.

Together with Rallyware, Hugh & Grace aimed to accelerate their digital transformation to effectively address current and future challenges. The leadership's goal was to modernize the consultant experience, equipping each consultant with the right tools and content delivered strategically to maximize impact.

To achieve this, the implementation and the rollout followed a series of stages, each building on the previous one to ensure the company's and their field's specific needs were met. This phased approach ensured a smooth transition to the new, modern consultant experience, tailored to enhance productivity and success.

1. Phased Launch Strategy:

A phased approach to product launches allowed for a gradual onboarding of consultants and better management of limited resources. This strategy ensured a smoother transition and reduced the strain on company infrastructure.

2. Digital Engagement Tools:

Robust digital tools facilitated remote engagement and training at scale, allowing consultants to stay connected and receive continuous support from headquarters and their uplines. This connectivity was essential for maintaining a cohesive and informed consultant network

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3. Real-Time Performance Tracking:

Real-time tracking of performance metrics enabled consultants to receive immediate feedback and recognition, helping to maintain motivation and drive performance. This feature fostered a culture of continuous improvement.

4. Flexibility in Operations:

Offering both in-person and digital engagement options allowed consultants to choose their preferred method of operation and adapt to changing circumstances. This flexibility was vital for accommodating the diverse needs and preferences of their consultant base, ensuring sustained engagement and retention.

Results

The implementation of Rallyware's solutions had a transformative impact on Hugh & Grace:



Sales Growth

With enhanced engagement and effective training, Hugh & Grace saw a significant increase in sales and consultant business building growth. The streamlined onboarding process and ongoing training ensured that consultants were always up-to-date with best practices and company strategies, leading to more effective sales techniques and higher conversion rates.

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Increased Adoption of Digital Tools

The phased approach and leader buy-in strategies helped ensure widespread adoption of the new tools designed to drive business building success, even among those initially resistant to change. By involving field leadership early in the process and demonstrating the tangible benefits of Rallyware's solutions, Hugh & Grace successfully encouraged a culture of digital transformation. This comprehensive adoption facilitated continuous communication, consistent training, and, most importantly, enabled consultants to leverage the full potential of the digital tools. *The result was a more connected and efficient organization, capable of responding swiftly to market changes and consultant needs.*

By incentivizing and recognizing our advocates in real-time, we see increased activity and engagement. With less manual tracking, they can focus more on building their businesses creatively



Amanda Lorenz,
VP, Operations of Hugh & Grace



Enhanced Consultant Engagement

The real-time feedback and performance tracking significantly improved consultant engagement. Consultants were more motivated and better equipped to succeed in their roles, resulting in a more dynamic and committed team. The gamified elements and personalized coaching features fostered a sense of achievement and continuous improvement, driving higher participation rates and enthusiasm among consultants.

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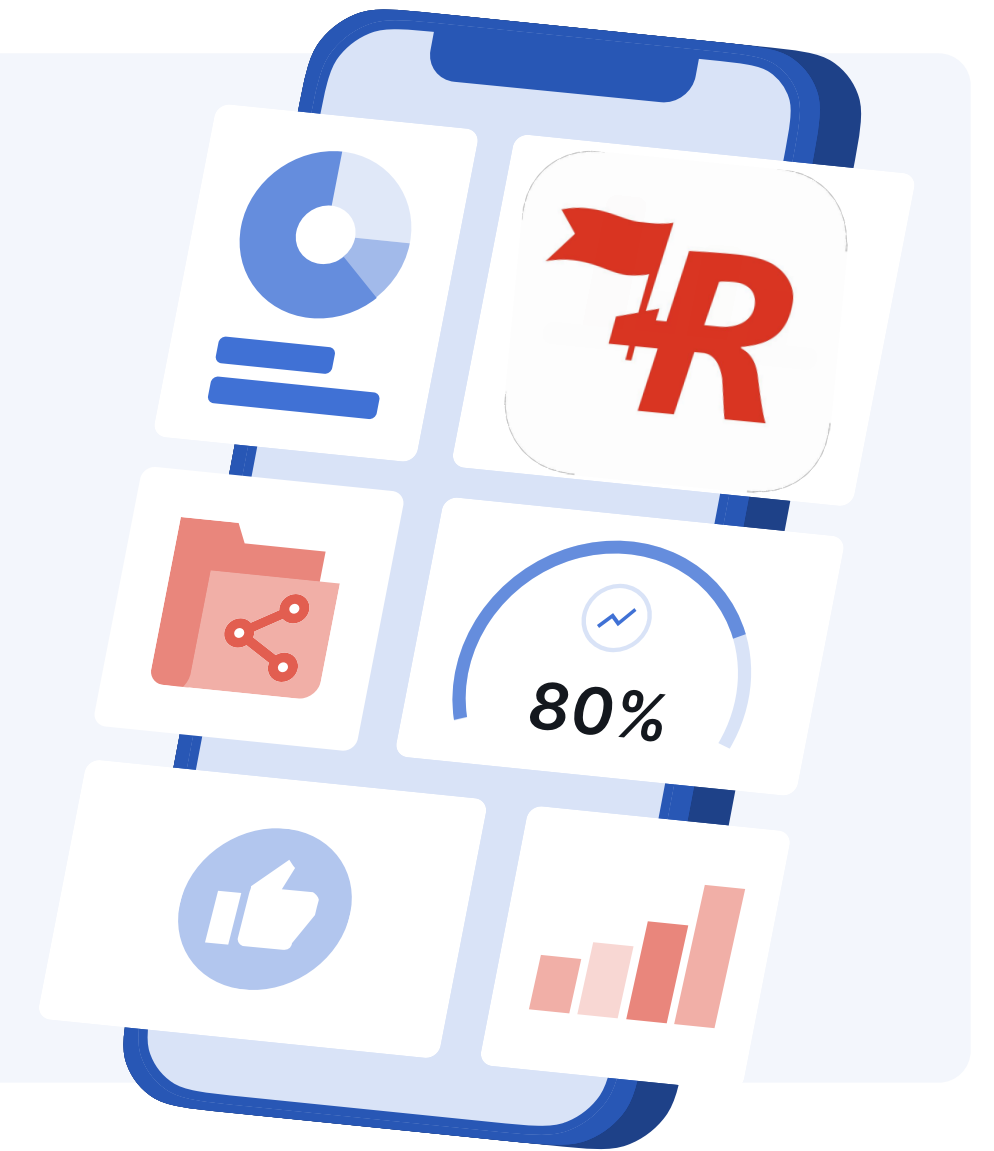
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Overall, Rallyware's solution significantly enhanced consultant performance and satisfaction, positioning Hugh & Grace for sustained growth and success in a competitive market. By accelerating their digital transformation, enabling smart data collection, and providing the field with the most intelligent tools, Hugh & Grace empowered each of their consultants to thrive.



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