

elastic

USER ONBOARDING

For Brands

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1. EXECUTIVE CHAMPION

Executive support is key to strong user adoption.

Leverage executive support before launch by having them send announcements and communications.

2. CROSS-FUNCTIONAL SUPER-USERS

We learn best from people who understand our role - our needs, our pain points, our daily tasks.

We recommend electing cross-functional team members who can evangelize, reinforce leadership's message, and provide team-specific training as they interface with end-users daily.

3. CLEAR EXPECTATIONS

A strong vision from the sales leadership team will help users understand the "why" behind the launch of this new platform. What process and behavioral changes are expected? What benefits will this new tool provide to them?

4. AWARENESS AND EXCITEMENT

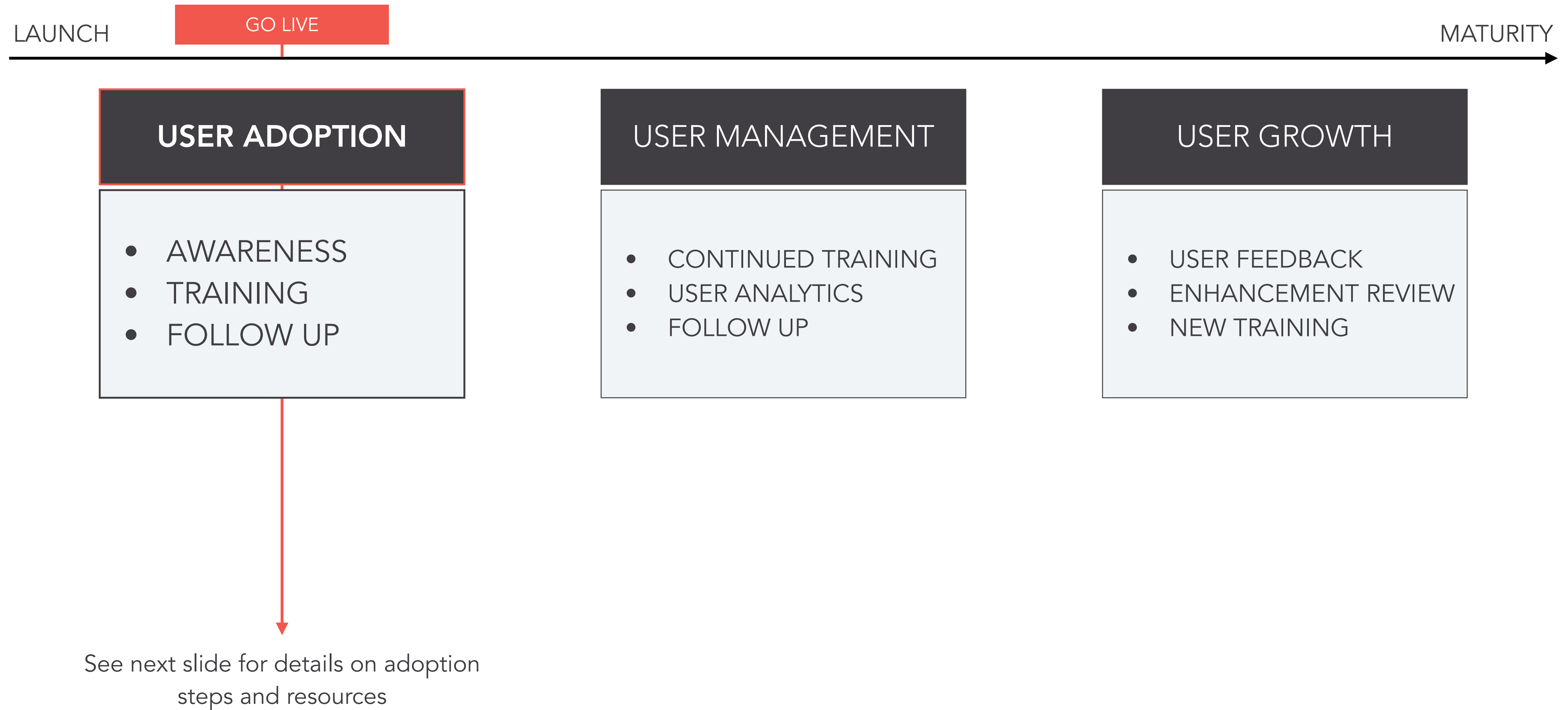
Before the deep dive of training and practice, we suggest giving reps a quick demo showcasing the powerful tool they are about to have access to. This will allow users some time to get excited and comfortable with change without the pressure and anxiety that learning something new can bring.

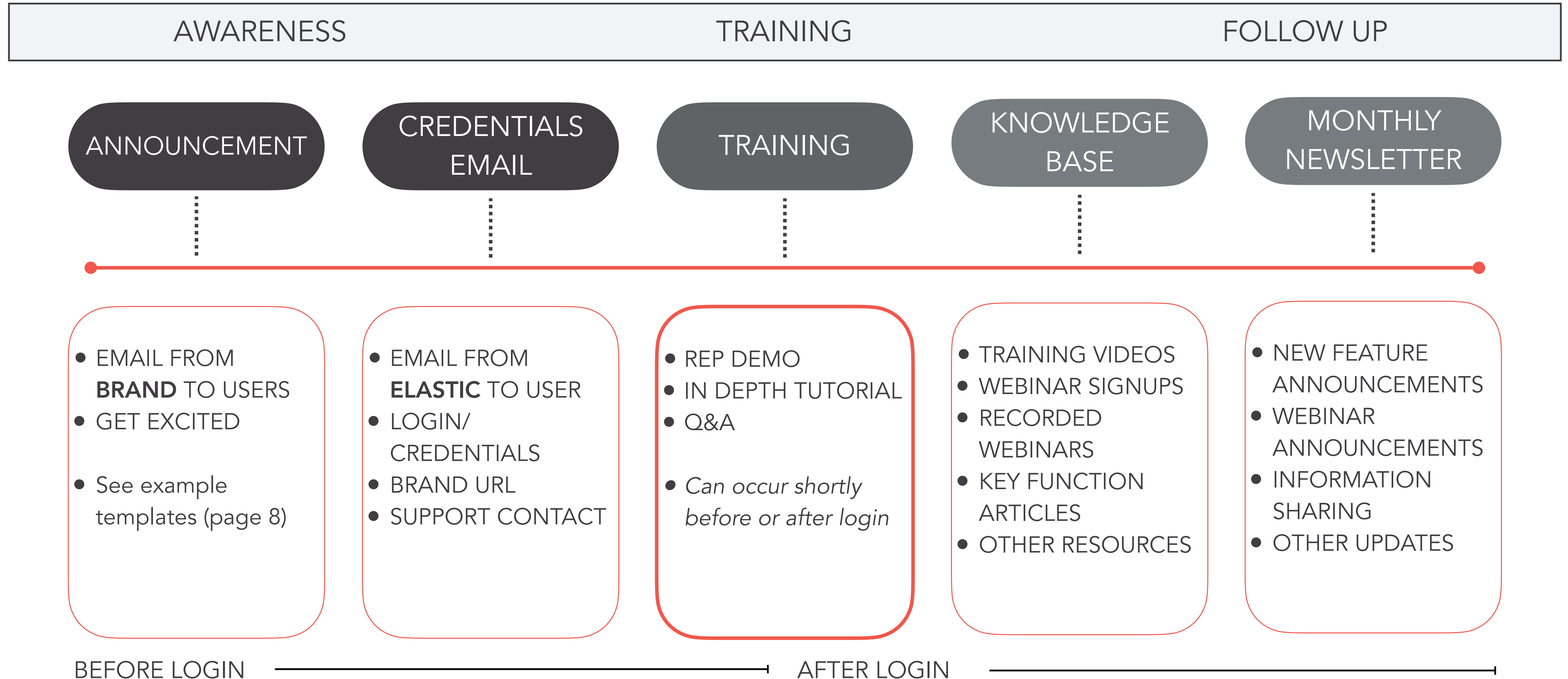
5. CUSTOMIZED FUNCTIONAL TRAINING

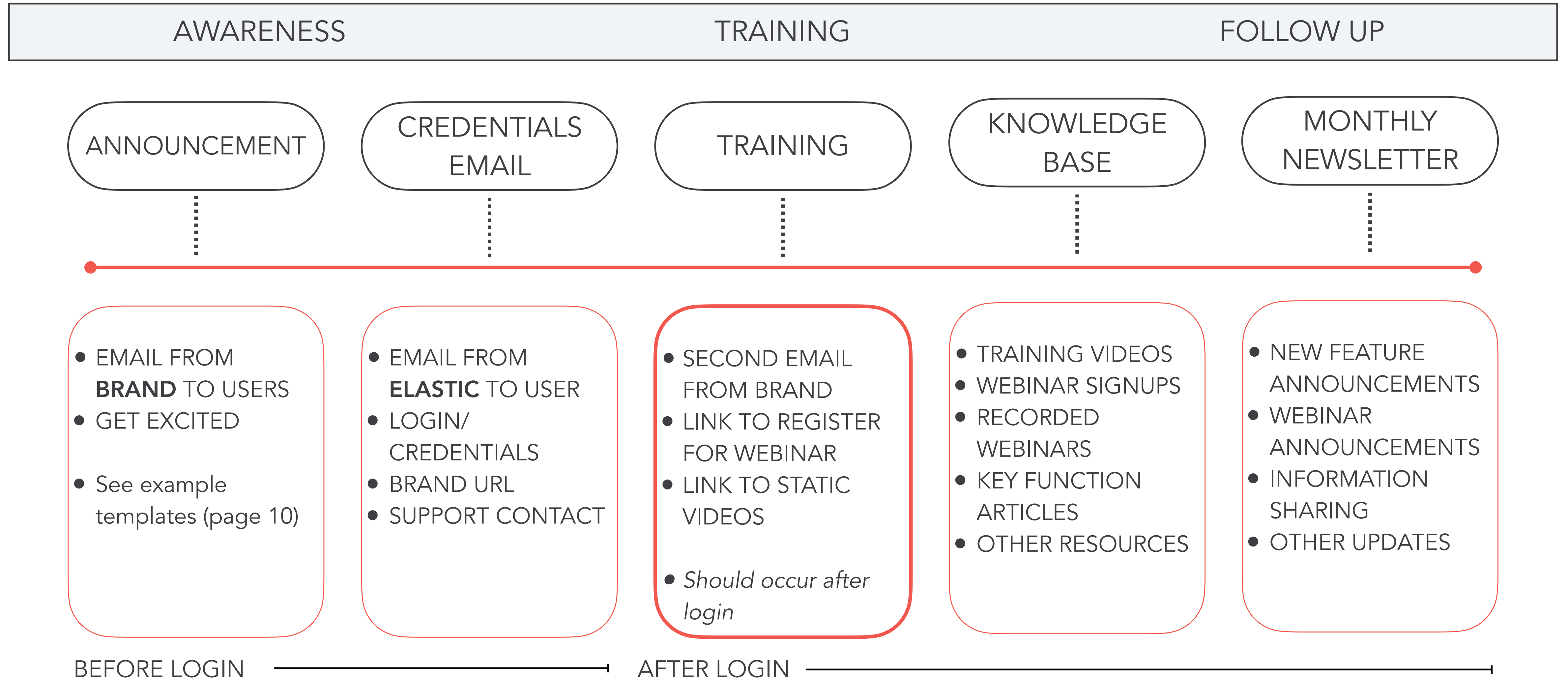
User must learn how to navigate the Elastic platform, but the most impactful learning comes from connecting the how to the why. We tailor our 90 minute sessions to each brand, and reinforce the expectations and vision set by leadership.

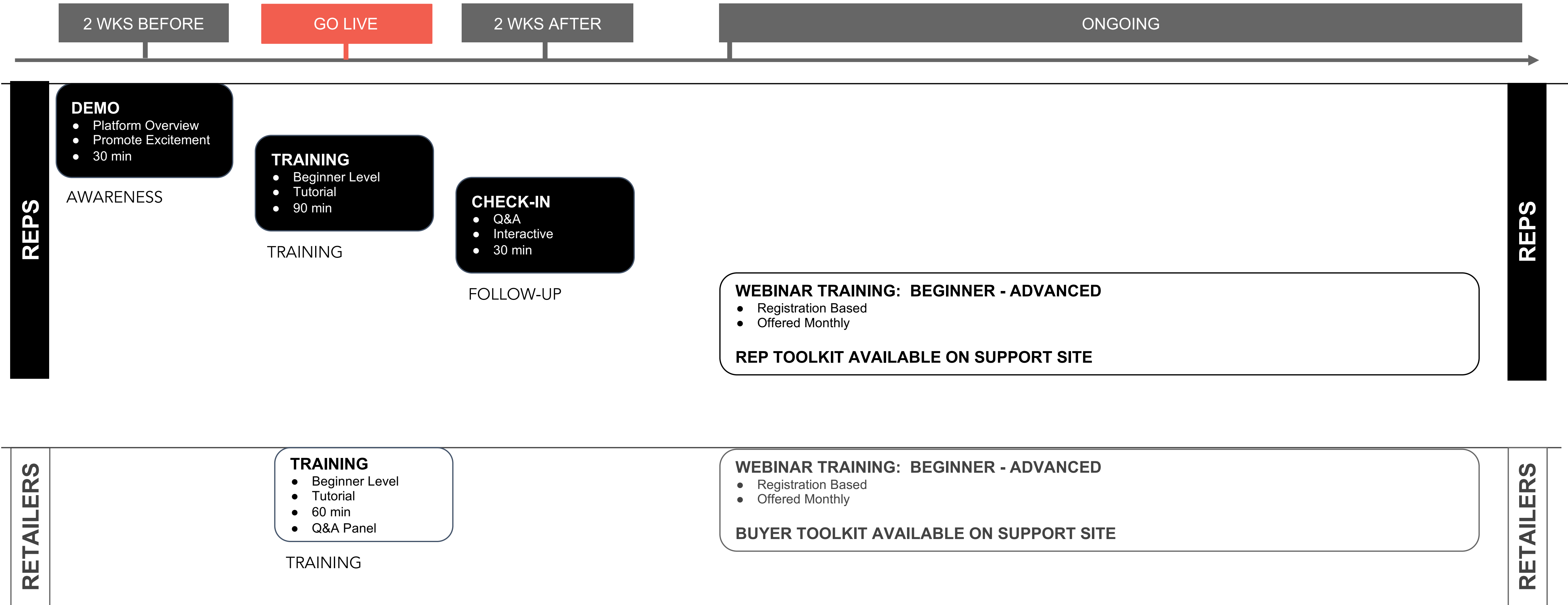
6. FEEDBACK AND FOLLOW-UP

Shortly after training, as users begin to put this platform to use, questions and uncertainties may pop up. It's important to build in an opportunity for users to voice this feedback. We want them to understand that their concerns are valued and keep them engaged in the adoption process.











USER ONBOARDING :: RETAILER / DEALER ANNOUNCEMENT - EXAMPLE / TEMPLATE

Brand Team,

It is with great excitement that we announce the upcoming launch of our new B2B eCommerce and Digital Catalog solution from Elastic Suite.

Our [branded] Elastic Suite site will be a game changer for you, enabling you to build custom selling tools, build assortments, create custom whiteboard proposals, write orders and ultimately make that sale.

You'll be able to access the new site very soon!

You will receive a 'Welcome' email from <noreply@urlhere.elasticsuite.com> within the next few days. That email will include your login credentials, including your username and a link to the site that will prompt you to choose your new password. That email will also include the site URL. Please be on the lookout for this email as it may end up in your spam folder!

We are working with Elastic to provide you with extensive training to ensure ready and able use Elastic to drive your business immediately. You will receive an invite for [number of and or details of] training events. We strongly advise you attend these live sessions. In the case you are unable to attend, they will be recorded.

If you would like to get started before the training dates, you can access the **New Rep Toolkit** on the Elastic support site. These 6 videos will take you less than 20 minutes to watch and will enable you to get started the right way.

Thank you,
Brand Team or Team Member Name



USER ONBOARDING :: INTERNAL / REP ANNOUNCEMENT - EXAMPLE / TEMPLATE

Dear Valued Retailer,

It is with great excitement that we announce the upcoming launch of our new B2B eCommerce and Digital Catalog solution from Elastic Suite.

Our [branded] Elastic Suite site will enable both a collaborative sales process and an optimized buying experience for you.

You'll be able to access the new site very soon!

You will receive a 'Welcome' email from <noreply@urlhere.elasticsuite.com> within the next few days. That email will include your login credentials, including your username and a link to the site that will prompt you to choose your new password. That email will also include the site URL. Please be on the lookout for this email as it may end up in your spam folder!

Once you have registered you will be able to start using Elastic immediately. For the best experience we recommend attending a live Elastic webinar training event. You can sign up for the next event by clicking [**HERE**](#), or you can view a recording of a past webinar [**HERE**](#).

Another way to get started is to utilize the Elastic [**New Buyer Toolkit**](#). These 6 videos will take you less than 20 minutes to watch.

Thank you,
Brand Team or Team Member Name