

# Cut training time for new account managers by 33%

*“Evernote Business is a game changer. Our team can be anywhere and still have the sales information they need in an instant, from reports to visual snapshots of each account in any region.”*

Mateo Sluder | Sales Team Leader, Guayakí

## GUAYAKÍ

Guayakí is working to make South American yerba mate—a naturally caffeinated tea-like plant—a mainstream beverage of choice in the United States.

### Support for rapid growth

To meet growing consumer demand for their Yerba Mate beverages, Guayakí tripled its national team of account managers known as Cebadors (meaning one who shares yerba mate). New Cebadors are immediately immersed in both business operations and the rich culture behind yerba mate. With a rapidly growing, widely distributed team, Guayakí needed an effective way to get new hires up and running.

### Access everything from anywhere

Sales leader Mateo Sluder travels nearly half the year training and mentoring new Cebadors. An avid Evernote user, Mateo put frequently used reference materials in Evernote notebooks and invited others to join. Keeping it all in one place—and out of inboxes—gave everyone instant access to the info they needed.

### Streamlined training saves weeks

Now when a new Cebador starts, Mateo simply hands them an iPad with Evernote. With historical data and detailed notes on all previous account interactions, they instantly have the knowledge they need in the field.

The Cebadors add reports directly to Evernote for an at-a-glance view of their progress. “It creates a level of transparency you don’t usually get when you have people working independently throughout the country,” said Mateo. With Evernote, it takes less than a month to train a new hire to be a fully autonomous account manager. “Ultimately, our training process is much faster and more thorough with Evernote, saving me six weeks in travel time every year. It’s indispensable.”

### Everything in one place

Keep resources available to account managers in the field with shared notebooks. Even the newest team members are fully supported.

### A complete picture

Get the full story on account performance with spreadsheets, snapshots, and meeting recaps together in a single note.

### On track and on time

Set team-wide reminders so no deadline or follow-up call is ever missed and projects keep moving forward.