

Design Document: Kayaks Sales Guide

Designed and Developed by Cynda Fickert

<i>Business Purpose</i>	<p>Kayak sales at Kerby’s Hydrodeo Sporting Goods (KHSO) soared during the pandemic, reporting an increase of 78% over previous years. However, they also report almost one-fourth of kayaks are being returned. Reasons for returns include paddlers getting too wet, uncomfortable/too small, can’t maneuver in fast water, no storage space, and rolls over too easily.</p> <p>Current employee training for kayak sales does not include enough focus on asking customer questions. Training needs to be designed to teach employees how to determine the best kind of kayak for paddlers’ level of experience and intended paddling environments. By improving sales training, KHSO aims to reduce the number of returns by at least half.</p>
<i>Target Audience</i>	All current and future KHSO kayak sales personnel
<i>Training Time</i>	20 minutes
<i>Training Recommendation</i>	<p>The training recommendation is 1 eLearning Course developed in Articulate Rise360. eLearning uses small, well-planned chunks of information, allows time and location flexibility for learners to complete the course, and it does not require a facilitator. Employees are able to spread the training across multiple days/shifts, allowing for shorter blocks of time away from their normal duties.</p> <p>The course begins with background information establishing the training importance. Following the introduction, this course covers types and designs of kayaks, questions to ask potential customers, and practice making recommendations for kayaks based on customer responses.</p> <p>The scenarios are based in a realistic outdoor sporting goods store setting with a manager-style avatar. It includes two scenarios for learners to apply what they have learned when attempting to sell kayaks. Finally, this module concludes with a graded assessment covering all course objectives.</p>
<i>Deliverables</i>	<ul style="list-style-type: none">● 1 eLearning course, developed in Articulate Rise360
<i>Learning Objectives</i>	<p>At the end of this course, learners will be able to:</p> <ul style="list-style-type: none">● Describe four types of kayaks.● Describe four kayak designs.● Select relevant questions to ask potential customers.● Recommend appropriate kayaks for potential customers.

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Training Outline

Introduction

- Importance of Training
- Objectives

Kayaks

- Types of Kayaks
 - Recreational
 - Touring
 - Whitewater
 - Fishing
- Kayak Designs
 - Sit-In/Sit-On
 - Tandem
 - Propulsion
 - Hard Shell/Inflatable
- Knowledge Check

Customer Questions

- Paddlers
 - Ages
 - Fitness Levels
 - Experience paddling
- Type of Water
 - Lakes
 - Lazy Rivers
 - Fast Rivers/Whitewater
 - Coastal
- Frequency
 - Season(s)
 - Weekly
 - Only on Vacations
- Purpose
 - Fun
 - Fitness
 - Adventure
 - Fishing
- Transport and storage
 - Car Top
 - Trailer
 - None/Carry
 - Amount of Storage Space
- Knowledge Check

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<p><i>Evaluation Plan</i></p>	<p>Recommending Kayak Selection(s) Based on Customer Responses</p> <ul style="list-style-type: none">● Sample Scenario 1 – Customer wants a kayak for long distances in all seasons● Sample Scenario 2 – Customer wants a kayak for family vacations during the summer <p>Final Assessment</p> <p>Learners will complete ungraded knowledge check questions throughout the module. Knowledge checks may use a variety of interactions (such as multiple-choice questions, true/false questions, matching, etc.). Correct answers will be reinforced with positive feedback. Incorrect answers will direct learners back to the information in the module.</p> <p>After completing this course, learners will complete a final assessment covering all objectives. They must score 80% or higher to pass the course.</p>
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