

Soft Skills: Communication

Subject	Topics to Include
<i>Business Purpose</i>	<ul style="list-style-type: none"> • Reduce the number of kayak returns from customers who didn't buy a kayak appropriate to their needs from 30% to 10% • Train the learner how to ask probing/ open-ended questions (without confirmation bias) so that the customers feel heard and have the best customer service experience AEE can provide.
<i>Target Audience</i>	<ul style="list-style-type: none"> • All new floor sales staff • Any staff member whose kayak sales have a higher rate of return
<i>Training Time</i>	20 minutes
<i>Training Recommendation</i>	<ul style="list-style-type: none"> • 1 e-Learning course <ul style="list-style-type: none"> ○ eLearning will not require employees to come in during when they aren't scheduled. They can take the course at any time of day at the beginning of their shifts while they are fresh and ready to implement what they've learned during their shift. ○ It allows the learner to proceed at their own pace and review material as needed. • Post eLearning: have staff shadow a mentor on the floor.
<i>Deliverables</i> (You can leave this blank. We haven't talked as much about this yet.)	<ul style="list-style-type: none"> • 1 storyboard outlining the module • 1 e-Learning course <ul style="list-style-type: none"> ○ Developed in Articulate Storyline ○ Includes voice-over narration ○ Includes multiple scenarios ○ Final evaluation
<i>Learning Objectives</i>	<p>At the end of this course, the learner will be able to:</p> <ul style="list-style-type: none"> • Classify hard and soft skills • Ask open-ended questions and evaluate the customer's response • Explain confirmation bias. • Use customer's response to guide him/her toward a suitable kayak in order to get them out on the water in a kayak they can feel confident in
<i>Training Outline</i>	<ul style="list-style-type: none"> • Introduction <ul style="list-style-type: none"> ○ Welcome to AEE ○ Overview of AEE's purpose and the importance of sales staff ○ Background image: touring kayak on water surrounded by cliffs • Navigation instructions (learner may choose to skip this)

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	<ul style="list-style-type: none">○ Image: pair of kayaks on open water (a “navigation” situation—little pictorial pun)● The Mental Image customer’s have<ul style="list-style-type: none">○ include the impact/results of buying a kayak that is inappropriate for their needs● Learner Objectives● Hard vs Soft Skills<ul style="list-style-type: none">○ Description/function of each skill<ul style="list-style-type: none">▪ Hard skills: technical skills that help you complete the tasks of your job▪ Soft skills: enable you to interact with coworkers and customers to help make you successful at your job○ Examples of each in the sales workplace○ Click interactions with layers● Knowledge check classifying skills as hard or soft● Active listening and Open-ended questions<ul style="list-style-type: none">○ Quotes from influencers (Simon Sinek and Tony Robbins) about listening and questioning emphasizing the importance of each of these two soft skills○ What each soft-skill looks like and helps the sales staff accomplish○ Click interactions with layers● Knowledge check for active listening<ul style="list-style-type: none">○ Drag and drop interaction● Description of open-ended questions● Knowledge check for open-ended questions<ul style="list-style-type: none">○ Multiple choice● Open-ended Questions<ul style="list-style-type: none">○ 6 open-ended questions that are learner clickable interactions○ Each click reveals a pop-up summarizing what a customer’s response could reveal● Confirmation Bias scenario<ul style="list-style-type: none">○ Confirmation Bias: seeking information that confirms what we already think○ SL animated avatars of a customer and sales associate○ Sales associate asks close-ended question and recognizes confirmation bias○ SA realizes she needs to ask more questions which leads to the next slide

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	<ul style="list-style-type: none">• Scenario-based Knowledge Check blending the 6-open-ended questions and Confirmation Bias<ul style="list-style-type: none">○ 2 choices with feedback for the incorrect response• Conclusion after learner passes the quiz<ul style="list-style-type: none">○ Congratulations○ Reminder how it will help them reduce returns and provide a stronger customer service interaction○ Exit course
<p><i>Evaluation Plan</i> (You can leave this blank until we get to the topic of Evaluation)</p>	<ul style="list-style-type: none">• Course Quiz with 3 T/F questions, 1 Matching Drag and Drop, and 1 Multiple Choice<ul style="list-style-type: none">○ Learner must get an 80%○ Unlimited retries○ Results slide○ Image: Quiz Intro slide has black, cut-out question marks on a black surface with one bright orange question mark centered.○ Images on quiz slides same as the knowledge checks for similar reasons