

Design Document by Sarah Meza

Training Title: Active Listening to Increase Travel Sales

Business Goal and Problem	<p>Problem: Recent customer surveys at Global Travel Solutions have revealed that many customers feel unheard by travel agents and therefore their travel needs and desires are not being met. This has led to customer dissatisfaction and some clients not returning to Global Travel Solutions to book future trips. As a result, travel sales and revenue have decreased.</p> <p>Business Goal: Sales will increase by 15% due to travel sales agents applying active listening techniques with clients. When active listening techniques are applied, sales agents will be better able to understand clients' needs, build rapport, and increase customer satisfaction, leading to an increase in customer retention and repeat sales/bookings. This will be measured through quarterly sales reports and customer satisfaction surveys.</p>
Target Audience	<p>This training is for all sales agents at Global Travel Solutions. These sales associates are both males and females. They have previous sales experience, however, they have minimal knowledge about active listening techniques.</p>
Learning Objectives	<p>Terminal LOs: LO 1- Apply active listening techniques to enhance sales with clients. LO 2- Prevent barriers to active listening while interacting with clients.</p> <p>Enabling LOs: For LO 1:</p> <ul style="list-style-type: none">• Define active listening.• Differentiate active listening from passive listening.• Identify key components to active listening. <p>For LO 2:</p> <ul style="list-style-type: none">• Identify workplace barriers to active listening.

Training Recommendation	<p>Delivery Method: An e-Learning course created with Articulate Rise 360.</p> <p>Approach: Design and develop interactive and engaging blocks of knowledge and activities to introduce content, review content, and assess knowledge based on the Terminal Learning Objectives.</p> <ul style="list-style-type: none"> • Content chunked into sections to make it easy for the learner to understand and retain information. • Interesting and immersive activities included such as labeled graphics, tabs, tables, learning scenarios and processes. <p>Assessments:</p> <ul style="list-style-type: none"> • 2 short knowledge checks given during the e-Learning course for learners to practice and apply the content they are learning. • A performance-based assessment given at the end of the course. • Assessment questions include matching, multiple response, and multiple choice.
Training Time	<p>Approximately 15 minutes</p>
Deliverables	<ul style="list-style-type: none"> • eLearning module developed in Articulate Rise 360 • Published zip file in a SCORM compliant format • Design document • Job Aid designed in Canva
Training Outline	<ol style="list-style-type: none"> 1. Introduction & Learning Objectives 2. Lesson 1: Active & Passive Listening: Understanding the Difference <ul style="list-style-type: none"> • Definition of active listening: <ul style="list-style-type: none"> -Active listening goes beyond simply hearing words. It involves consciously focusing on understanding the speaker's message, both verbal and nonverbal, and responding in a way that shows you're engaged and interested. • Key differences between active & passive listening: <ul style="list-style-type: none"> -Focus: Active listening emphasizes understanding the speaker, while passive listening focuses on simply hearing the words. -Engagement: Active listening involves actively participating through questions, paraphrasing, and body language. Passive listening is more one-sided and lacks responsiveness. -Outcome: Active listening leads to better understanding, stronger rapport, and improved communication. Passive listening can lead to misunderstandings, missed information, and

frustration for both parties.

3. Knowledge Check #1:

- Learners engage in a matching activity to review the differences between active and passive listening.

4. Lesson 2: Removing barriers to active listening in the workplace

- Barrier 1: Technology distractions: email, social media, phone notifications. Solution: Put your phone on silent and do not use it while consulting with clients.
- Barrier 2: Noise pollution: loud/distracting conversations, office machinery, ringing phones. Solution: Find a quiet place, preferably a room with a closed door, to use when consulting with clients.
- Barrier 3: Interruptions from colleagues: Solution: Block off times you are scheduled to consult with clients in the shared office calendar and notify colleagues you are unavailable during these times..

5. Knowledge check #2:

- Learners choose methods to remove barriers to active listening in the workplace.

6. Lesson 3: Applying active listening techniques

- **Part 1:** What are the key elements of active listening?
 - Key 1: Pay full attention to the client: maintain eye contact and use body language that shows you're fully present.
 - Key 2: Demonstrate empathy: acknowledge and understand the client's emotions.
 - Key 3: Ask open-ended questions.
 - Key 4: Paraphrase and reflect: summarize the client's key points and ask clarifying questions to ensure understanding.
 - Key 5: Give verbal & nonverbal cues: nod, smile, and use encouraging words to show you're interested and engaged.
- **Part 2:** Scenarios to practice and apply active listening techniques.
 - Learner chooses responses to demonstrate active listening in different client scenarios.

7. Final assessment/quiz

- Introductions, questions, and feedback, (described below in assessment plan).

8. Summary & Conclusion

Assessment Plan

Level 2 Assessment: The learner will be assessed in a graded format at the end of the course. There will be 5 questions that directly relate to the learning goals of this course. The questions will all be scenario based, and will consist of multiple choice responses. Learners must score 80% or higher to pass the course and will be given unlimited attempts to retake the quiz. Feedback is given to the learner regarding correct and incorrect answer choices.

There will also be 2 interactive knowledge checks during the course to apply the learner's knowledge after a certain amount of information has been covered. The knowledge checks are ungraded. Feedback is given to the learner regarding correct and incorrect answer choices.

Level 3 Assessment:

- One week after the training is completed, sales agents will begin sending customer surveys to clients after each travel consultation. These surveys will be emailed to customers immediately after their consultation is over and will ask for the client's feedback regarding sales agents' communication and listening approaches, specifically: Did the clients feel heard and understood by the travel agent? Did the clients feel their needs were met? Would the clients want to meet with this travel agent again?
- One month after the training, the travel agency manager will collect survey data and meet with the sales agent to provide feedback.
- Three months after the training, sales reports for travel agents will be analyzed by the manager. These figures will be compared to the sales reports for the same travel agents in the previous quarter. The sales manager and travel agents will then meet to discuss and review sales reports and trends.