

Bakeware Sales Training Design Document

<i>Business Purpose</i>	<p>Sales in stores across the nation are lagging with more than 65% of the sales staff not meeting minimum sales numbers every month.</p> <p>Sales staff need to be able to evaluate customers bakeware needs and provide accurate recommendations.</p> <p>The objective is to increase the store's sales by staff by 35% in the next three months.</p>
<i>Target Audience</i>	<p>Across all store locations in the US:</p> <ul style="list-style-type: none">• New Bakeware sales representatives before they are allowed on the sales floor.• Existing Bakeware sales representatives whose commissions are 50% or less than highest earning salespeople in their district.
<i>Training Time</i>	12-15 minutes
<i>Training Recommendation</i>	<p>Because we have new hires on a continuous basis and due to our sales workforce being spread across the country, we recommend an eLearning course. This course can be taken by 'on-demand' as new employees on board and existing employees as needed.</p>
<i>Deliverables</i>	<ul style="list-style-type: none">• eLearning course.• Storyboard• Developed in Articulate Storyline.• Includes voice-over narration.• Final evaluation
<i>Learning Objectives</i>	<ul style="list-style-type: none">• Identify which sales questions to ask a customer.• Evaluate customer's needs based on their answers to questions.• Distinguish between the 3 types of bakeware and products• Provide Bakeware recommendations based on customer information.
<i>Training Outline</i>	<p>Introduction</p> <ul style="list-style-type: none">• Welcome• Navigation• A scenario with an unproductive sales conversation. That shows one or more of the options.<ul style="list-style-type: none">○ Options are: lack of guiding questions, follow up, lack of knowledge of products• Scenario with sales rep unable to understand why they are not making sales. Sales trainer comes in and informs them of the three objectives.

Bakeware Sales Training Design Document

	<ul style="list-style-type: none">• Questions<ul style="list-style-type: none">○ Show six of the most valuable questions to ask customers to elicit more details about their needs.○ Provide explanations of what information those six questions uncover.• Knowledge Check.• Categories of Bakeware<ul style="list-style-type: none">○ Fundamental Bakeware product samples○ Oven to Table product samples○ Specialized Bakeware product samples○ Knowledge check• Scenario 3, sample conversation and Learner picks correct product to recommend.• Scenario 4, sample conversation and Learner picks correct product to recommend.• Final evaluation.• Conclusion.
<i>Evaluation Plan</i>	<p>2 knowledge checks</p> <p>3 question final quiz at the end of the module with a passing score of 66%; if they miss 1 question this is a passing score. Quiz questions are scenario based and focus on evaluating customer needs and providing a recommendation.</p> <p>Questions will be created after the storyboard/script has been fully approved.</p>