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| *Business Purpose* | Company X is experiencing an increased number of dissatisfied customers. The sales team overpromises and underdelivers whenpresenting customers with a new product. As a result, the salesdivision needs a more effective product presentation that does notmislead the customer and cause irreparable damage to thecompany's image.  |
| *Target Audience* | All members of Company X's sales division are the intendedaudience for this training. |
| *Training Time* | 130 minutes  |
| *Training Recommendation* | * To allow for collaboration of all sales associates simultaneously, vILT is the most viable option for training employees on this concept.
* As a follow-up training and for optimal learning, learners will receive one scenario per week for 6 weeks that requires an email answer outlining how they would resolve the situation.
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| *Deliverables* | 1 vILT course * Developed in Microsoft PowerPoint
* Facilitator Guide
* Google Slide links for participant collaboration assignments
* Quizizz link for assessment
* Padlet link for defining the phrase overpromising and under-delivering
* 6 follow-up scenarios and rubric in a Google Document
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| *Learning Objectives* | * Define what it means to overpromise and under-deliver.
* Identify key strategies for presenting products to customers to avoid deception.
* Select the correct solution to prevent misleading customers.
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| *Training Outline* | * **Introduction/Icebreaker – 8 mins**
* **Training Norms – 2 mins**
* **Accomplishments – 10 mins**
* **Learning Objectives – 5 mins**
* **Break Time/Temperature Check I**
* Learners will complete a quick poll to gauge their level of understanding at this point in the course.
* **How to redeem yourself after overpromising and under-delivering – 30 mins**
* Participants collaborate, develop, and compose solutions to bad customer reviews.
* **Break Time/Temperature Check II**
* Learners will complete a quick poll to gauge their level of understanding at this point in the course.
* **Identify key strategies for presenting new products to customers. – 30 mins**
* Participants match the correct definition to the appropriate presentation strategy. (Quizizz)
* **Break Time/Temperature Check III**
* Learners will complete a quick poll to gauge their level of understanding at this point in the course.
* **Select the correct solution to prevent misleading customers. – 30 mins**
* Participants complete a Quizizz of 5 scenarios. Each scenario will follow a salesperson’s presentation to a customer. The customer responds with a question or an action. The learner must then determine the correct solution that prevents the salesperson from being misleading.
* **Break Time/Temperature Check IV**
* Learners will complete a quick poll to gauge their level of understanding at this point in the course.
* **Quiz – 10 mins**
* **Summary – 5 mins**
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| *Evaluation Plan* | * 5-question quiz
* Learner has two chances to show 80% mastery.
* If mastery is not reached, learner will be allowed a 2nd and final chance after reviewing course material.
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