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| *Business Purpose* | Company X is experiencing an increased number of dissatisfied  customers. The sales team overpromises and underdelivers when  presenting customers with a new product. As a result, the sales  division needs a more effective product presentation that does not  mislead the customer and cause irreparable damage to the  company's image. | |
| *Target Audience* | All members of Company X's sales division are the intended  audience 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. | |
| *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 | |
| *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. | |
| *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. | |