

REDESIGNING ESSENTIAL SALES SKILLS

PROJECT VISION

OUR GOAL IS TO ...

... redesign the existing instructor-led training into a blended learning program.

... use a new approach in order to offer the learner a more flexible, modern and dynamic program.

WE START WITH ...

... 7 modules that are taught locally in countless countries.

... a target group of new and existing sales professionals.

... training sessions that are mostly taught by external facilitators.

WE AIM AT ...

... connecting the digital and offline part in a way that it generates a value for the learners and instructors.

... a solution that is easily implemented into the Sika learning landscape.

... a program that is widely translated.

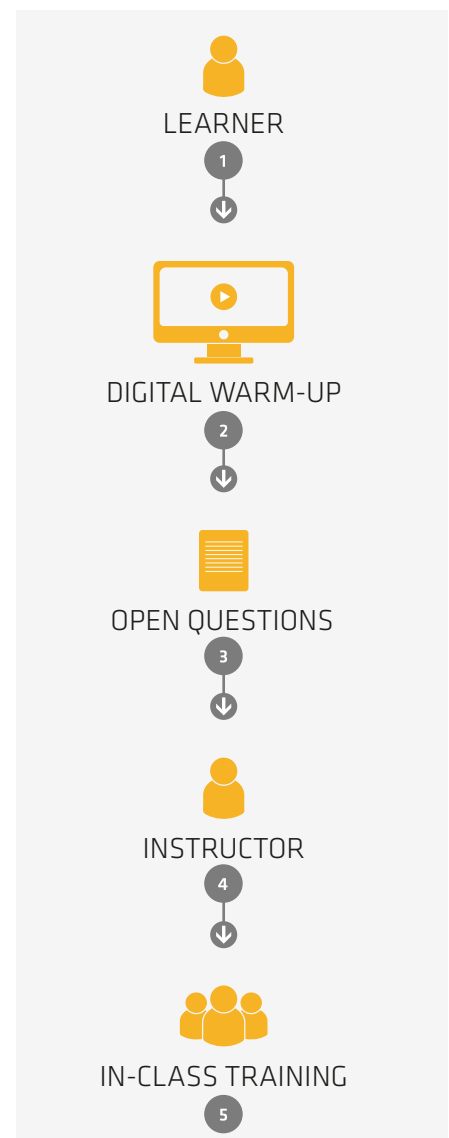
NEW CONCEPT

LEARNER-LED INSTEAD OF INSTRUCTOR-LED TRAINING

It all starts with the learner **1**. They are introduced to the Foundation for Sales Program by a Digital Warm-Up **2**. Videos are a crucial part of it. Dean and Jason, two important representatives of sales training, are the protagonists of the videos. Using their own hobbies as metaphors, they explain general sales concepts to the learner. This way, the participants can relate to the content much more and memorize it better. On top, the learner can always decide which metaphor grabs their attention – there will be 4 metaphors to choose from. This not only gives the learner autonomy but also creates suspense which motivates the learner.

In the Digital Warm-Up, the participants are introduced to the program and they can influence how the following instructor-led training will be run. This extraordinary process goes like this: The learner answers open questions that will be used for fine-tuning the in-class training **3**. As a result, the instructor has the power to adjust the content of the training to the actual needs of the group in a standardized way **4**. This process is further facilitated by a slide deck that already includes designated slides for the learners' input and a leader's guide that explains how to handle this new training approach **5**.

This concept has been designed working together with our partner Canudo. In several workshops, we came up with a vision that is now implemented.



WE PRODUCE ...

... 17 metaphor videos and 10 traditional videos.

... 9 open questions that form together with the videos the Digital Warm-Up.

... an individual PDF with the learner's answers to the open questions.

... PPT for the instructor-led training, participants' and leader's guide that fit the new concept.

... additional learners' material (card game, job aid and sales call planner).

ADVANTAGES ARE THAT THE ...

... learners shape the instructor-led training.

... instructor receives valuable information about the group beforehand.

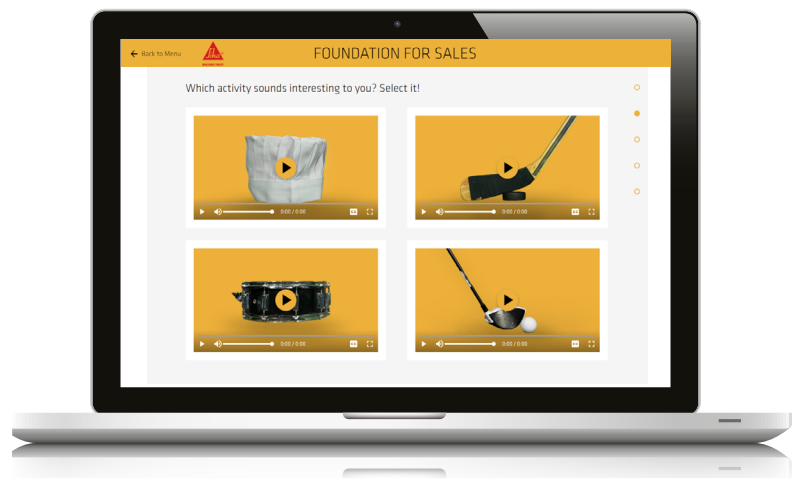
... program is easily adapted for the usage in different countries.

... program is built on state-of-the-art adult learning principles.

DIDACTICAL & TECHNICAL IMPLEMENTATION OF THE DIGITAL WARM-UP

ADULT LEARNING

An important principle of adult education is self-guidance. Therefore, the learners have always options, e.g. choosing the most appealing video or watching it twice, and are asked for their opinion, e.g. by typing in their expectations and assumptions in open input fields. Therefore, the learner is not passively perceiving knowledge but actively connects with it. Since the learners' input will be handed over to the facilitator of the instructor-led training, the learners can impact the in-class session. That is a unique combination of digital and offline learning formats.



LOCALIZATIONS

Due to the international usage of the Foundation For Sales, the Digital Warm-Up will be translated into many languages. In order to be cost-, resource- and time-efficient, the authoring tool Evolve has been employed. Using Evolve language version can be created based on automatically generated source files that include all texts of the Digital Warm-Up and manually created subtitle files. After importing the files and some manual adjustments, a new language version is ready.

MODERN USER INTERFACE

The authoring tool Evolve provides a modern user interface via scrolling up/down and swiping. This makes it easy to navigate through the content – especially on touch devices like tablets.

TRANSPARENCY

A menu always provides the learners with an overview of their progress. The content is divided into 4 meaningful chapters for a better retention span. For example, this also allows the learner to take a break in-between 2 chapters.

SIKA LEARNING LANDSCAPE

Since the authoring tool Evolve is used by the Sika Digital Learning Team, it will perfectly fit into the learning landscape. Therefore, Sika is able to adjust or update the training themselves, if necessary.