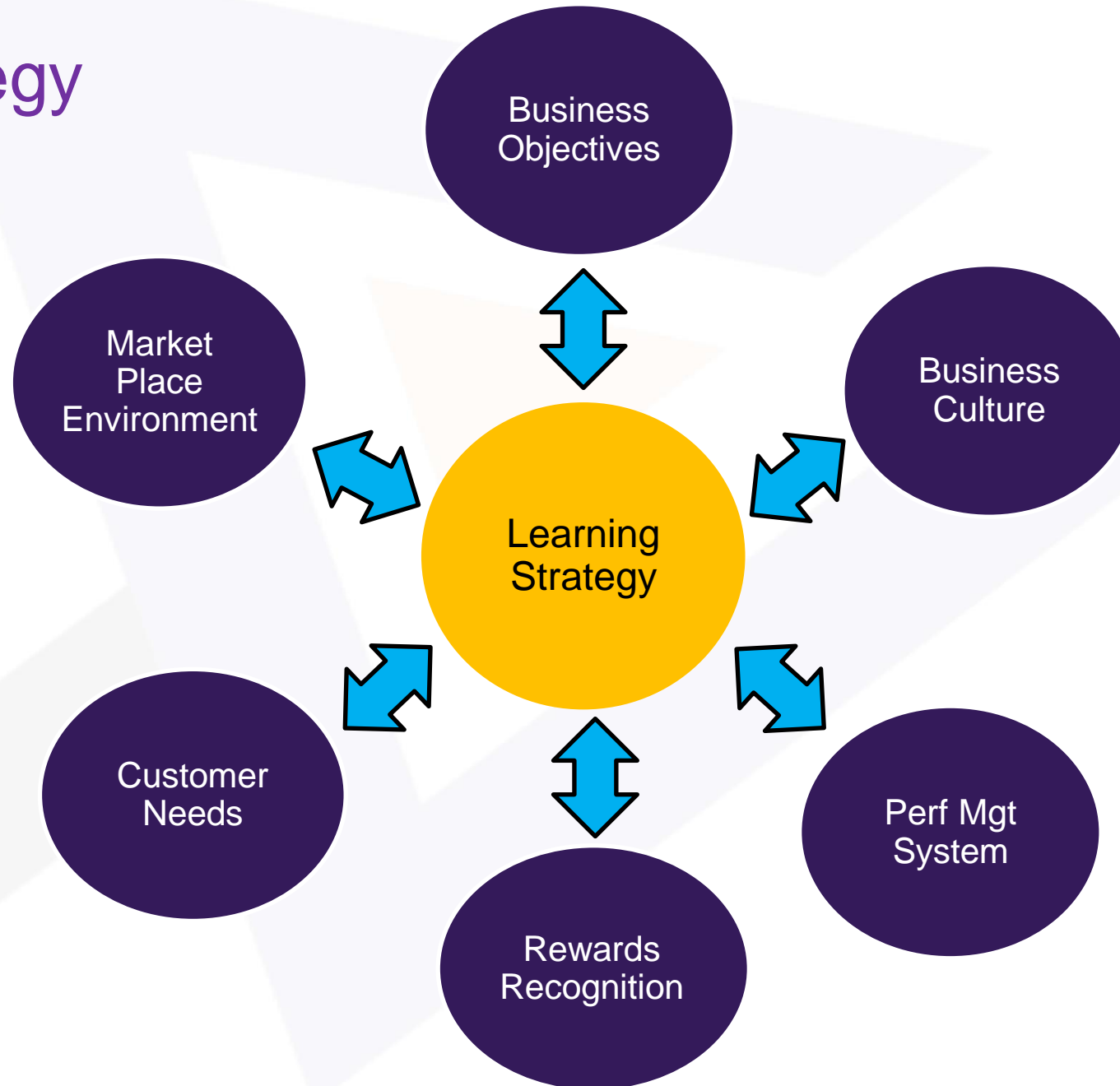




Design Example

Sales Learning Pathway - Example

Learning Strategy



Sales Learning Pathway



Sales Learning Pathway – New Product Introduction Example

Cognitive Knowledge

- Short video burst from Marketing regarding key findings during market research
- Short video burst from Engineering regarding differentiated product features and key design specifications
- Live webinar with actual customers discussing product; benefits to business/practice – webinar archived for on demand viewing
- Online product flash cards with feature call outs, claims information and compatibility with other products for a system sales approach
- Additional online supporting content relevant to product – e.g. for medical devices anatomy review, other relevant content might include review of distribution channel, pricing strategy, etc.

Skill Development

- Regional hands-on workshops to demonstrate product; customer representation to provide relevant discussion topics
- Multiple open Q&A sessions using a web based conferencing tool with Marketing, Sales Leadership, Engineering and Customers
- Video digests emailed to sales force with tips from sales representatives successfully installing product
- Audio files for travel time listening revisiting key selling strategies for product and points for handling objections

Sustainability

- Use of internal discussion group site; pose question regarding successful handling objections or product bundling concepts, etc.
- Contest for creating a demonstration of product applicability to key targets
- Additional supporting content for other members of customer's team – in-service videos/facilitation guides, mobile reference cards to share, etc.
- Create App which could contain video clips to show Customer product in use, animations (if applicable), active spreadsheet to show cost implication for customer based on their inputted data, sales/marketing sheet that can be emailed directly to customer. App could also include sales specific data such as product codes, pricing structure, distribution channels, etc.