

LEARNING EXPERIENCE PROPOSAL

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Overview and Requirements

Support our salespeople in their knowledge and understanding of our newest product

Overview and Requirements

Two key performance support requirements have been identified:

- Lack of knowledge
- Lack of confidence

Overview and Requirements

A blended approach has been requested, to cover both aspects of this requirement

Strategy and Approach

In order to fully support our salespeople in selling our new product, they will need a **clear understanding** of the product as well as opportunities to **put their knowledge to use**.

Strategy and Approach

It is recommended to follow Kotter's 8-Step Change model as a basis in creating a learning solution; the current barriers identified will require a proven, systematic approach.

This is an OD model rather than L&D, but the model can be used as a basis to formulate a solution for this requirement.

Strategy and Approach



Strategy and Approach

The programme outline will not follow the model exactly, but will use this approach in order to create sustainable change – in this instance, improving sales performance for our new product. The full model refers to wider organisational change.

Creating the climate for change = product launch webinars, team meetings

Engaging & enabling the organisation = creating opportunities for learning and practicing their knowledge

Implementing & sustaining for change = continued training opportunities and initiatives

Needs Analysis

- Cross-departmental focus groups
- Surveys
- Product sales figures to date, compared with expectations

The CRO has already identified the need, stating our people have a lack of knowledge and confidence in selling the product, meaning the product isn't selling as well as expected.

Needs Analysis

Before creating and delivering a programme, however, a focus group with a selection of salespeople from across the business should be formed, to discuss how they feel about the product, and to identify anything else that could be included in this performance solution.

Based on the results from this focus group conversation, a survey will be built for all salespeople to help further refine the offering.

Proposed Solution: Content and Timeline

Week 1	Targeted launch programme for all sales leaders
By end of Week 2	All sales leaders to roll out a modified launch programme to their teams
Weeks 3 – 8	Reinforce knowledge and understanding with a variety of tools and resources, including social learning
Weeks 9 – 12	Leverage the sales teams' competitive spirit
Weeks 13 – 26	Further embed product knowledge and confidence
Looking beyond week 26	Include this training in the sales training journey maps, for onboarding both teams members and leaders

Measurements for Success: Dependencies

This proposed solution seeks to improve our salespeople's knowledge and confidence around our new product.

It is assumed that improvements in these key areas will, in turn, yield stronger sales figures.

Measurements for Success: Dependencies

Sales results, however, are frequently outside of the employees' control; current and potential customers, new and existing competitors, global market trends, and the product itself all impact sales opportunities.

Measurements for Success: Short-term and Long-term Results

Short-term (up to six months):

- Launch programme participation rates
- Course pass rates
- Course survey results
- Performance results
- New customer satisfaction

Long-term (after six months and beyond):

- Job satisfaction
- Returning/existing customer satisfaction
- Sales and Profits
- ROI figures