

Working with Customers Legally

Component	Description	Requirement(s)
Course-level objectives	<i>Describe the big learning goals of your course.</i>	<ul style="list-style-type: none"> • For employees to understand and apply fair trading practices and legal requirements for selling
Instructional approach	<p><i>Summarize the types of learning experiences, or activities, that learners will engage with throughout your course.</i></p> <p><i>Describe how you will use assessments (formative or summative) in your course.</i></p>	<ul style="list-style-type: none"> • Using the customer journey for the sales process, a scenario/story will be created to follow the actions of a typical salesperson throughout a day at work. • Assessment is in the form of pass/fail – a learner has a time limit countdown for making a choice at the end of each segment of the scenario/story. However, it is an illusion of choice, and the learner will move on to the next section regardless of choice, with a reinforcement scenario written into the course design. • At the end of each ‘Act’ in the story, there will be downloadable resources outlining each law or fair trading practice that was potentially broken by bad choices during the process of the sale.
Platforms	<i>List the LMS and other platforms that you will use.</i>	<ul style="list-style-type: none"> • Kallidus Learn
Toolbox	<i>List the ways that the platforms enable your participants to learn.</i>	<ul style="list-style-type: none"> • It is our in-house learning platform • Learners are familiar with how to use it • Learners have log-in details already • Learning can be ‘pushed’ to the learners in order to ensure completion • Learners can contact the training team for assistance

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<p>Course outline</p>	<p><i>Use a CLO to create a learning journey.</i></p>	<p><i>For employees to understand and apply fair trading practices and legal requirements for selling</i></p> <ol style="list-style-type: none"> 1. Understanding the meaning of distance sales and the requirements involved 2. An awareness of vulnerable customers and our responsibility towards them 3. Knowing how to apply fair and honest trading practices and consumer law 4. Understanding the consequences of breaking the law <p><i>Understanding the meaning of distance sales and the requirements involved</i></p> <p>Present a typical example of a distance sale scenario, such as an email request to return a car.</p> <p>This is a flipped learning situation, wherein the information is not presented first, the learner will be given the scenario and asked to make a choice before the information is reinforced or presented.</p> <p>Further detail can be added by linking to the internal policies or a downloadable resource.</p>
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The Analysis Canvas for this course

Component	Description
<p>The prompt</p>	<p>We need our employees to understand the urgency and consequences of not following the law when selling to our customers. There are specific consumer laws that - if broken - could result in limitless fines and up to two years imprisonment. These are serious consequences! Cutting corners and sneakily breaking the rules just can't happen.</p> <p>A course about working with customers legally should exist because our employees are not consistently following the law.</p>

	<p>We know they are not consistently following the law, because we are being brought into court and paying fines as a company, as well as having to conduct formal grievances.</p>
The need for the course	<p>A self-paced, group-wide assigned course about working with customers legally should exist because our sales people need to understand the importance of our legal obligations as a company but also how the consequences could impact them personally (formal grievance, loss of job, potential fines or even imprisonment)</p>
Learner personas	<p>Joe the Newbie</p>  <p>Joe is 22 and has previously worked in a call centre – now selling cars for the first time. He takes the same approach to his new job as his old one, namely, doing the minimum amount of work required at all times. He’s happy to learn from his colleagues, but doesn’t believe selling cars is “that important” so isn’t worried about following process to the letter. He will do what he’s told – for a while. But if cutting corners leads to better sales, he’ll do that too. Selling cars is just a job, after all.</p>



Matt the Pro

Matt is 47 and has been selling cars all his career. He's been managing a small dealership for five years now, and definitely knows his stuff. However, he doesn't see the point in all this paper pushing, it takes away from making sales – which is all his manager seems to care about. He doesn't have time to support his team with their training – they just need to get on with it. He knows the law, but doesn't seem to be worried about possibly breaking it – there isn't enough time to worry.



Asha the Career Climber

Asha is 29, has a degree in business studies, and is determined to become a dealership manager by her 30th birthday. She is a stickler for the rules, knows the law and her obligations inside and out, and doesn't like to deviate from procedure. Nobody's perfect, however, and sometimes procedure (or what her manager asks her to do...) is different from what the law says. That's sometimes a tricky one for her to deal with.

<p>What the course is about</p>	<p>My course will address the need by teaching learners about the following major themes:</p> <p>Knowing the laws that impact you and the business Understanding the meaning of distance sales and the requirements involved An awareness of Vulnerable customers and your responsibility towards them Knowing how to apply fair and honest trading practices: being fair, not giving in, no guesswork or high pressure sales tactics</p>
<p>The learning environment</p>	<ol style="list-style-type: none">1. Learners: As with any sales environment, our organisation experiences a lot of staff turnover, or 'churn.' This means we could possibly have an entire team of new starters, or those who have been with us for six months or less. The pressure on managers is immense, with supporting their team to hit sales targets whilst training them on the go.2. Facilitators: This is designed as an e-learning course that is a requirement for each sales person to complete; created using the support from an in-house SME regarding the legal information and how it impacts the individual and the business.3. The domain and discipline: This course is developed using the principles of effective storytelling, with a framework of the illusion of choice – each choice made by the user is acknowledged, whether right or wrong, and then the correct choice is created within the scenario itself.4. Technologies: All participants will have access to in-house LMS, requiring a laptop, tablet or phone (agile display) and internet connection.