

Assignment 10 – Using Graphics to Fulfill an Instructional Need

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- I. **Goal/Purpose Statement** – By developing this lesson, I want to ensure that all company sales representatives consistently apply our core sales principles in every customer scenario. This will ensure compliance with organizational goals and create a consistent experience for all our customers. **Learning Objective:** Given the major steps of consultative selling and a role-play scenario involving a successful sale, sales associates will be able to demonstrate all steps of the company sales process.
- II. **Needs Assessment**
 - a. **Instructional Problem** – The company has never formally trained sales reps on the officially sanctioned sales plan. This has resulted in some inconsistencies with regard to the customer experience. It also makes it difficult to assess sales performance appropriately because of various approaches being used across the country. I believe the lesson needs to be instructional so that every sales rep can learn the major steps of the company’s official sales process and apply those steps to a sales scenario. The graphics will help create a visual reference for the sales process, gain learners’ attention and motivate them to actively participate in the lesson, and provide varying forms of media to appeal to various learning styles and increase the overall interest of the lesson.
 - b. **Learner Profile** – There are two target audiences for this course: existing sales reps and newly-hired reps. The initial rollout (and thus the focus of this document) will be for existing sales reps and, based on formative evaluation and revision, the course will be implemented into the new hire orientation curriculum. The existing sales reps are of varying tenures, from six months to five or more years. They are seasoned salespeople, experienced either with our company or another firm. Their interests include keeping profit margins high, winning new business, and earning commissions.
- III. **Instructional Strategy Outline**
 - a. **Pre-instructional activities** –Begin the session with an image of money along with text and/or verbal elements that imply that this lesson will help increase sales dollars for the company, which in turn means more money for the reps personally. This will immediately grab the learners’ attention because it implies that their personal earnings will be impacted by the session. Then, state the problem of inconsistencies in the sales process by providing examples that illustrate the issue of not following the official company sales process. Transition into a statement of the goal for the lesson: Given the major steps of consultative selling and a role-play scenario involving a successful sale, sales associates will be able to demonstrate all steps of the company sales process. Inform the learners that they already have the entry skills and that this is an opportunity to refine and build on those skills to take the learners to the next level of performance both for the company and for them personally.

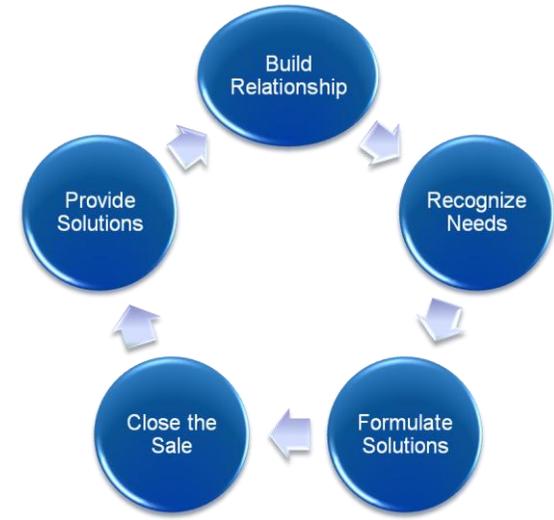
- b. **Information presentation** – First, learners will be shown a visual that lists the sales process steps in a diagram illustrating the process flow. Arrows will indicate the direction of the flow and learners will see that the process isn't a finite one. Second, learners will be provided with the details of the first process step, along with visual cues to serve as memory aids and to build connections between new and existing knowledge about sales. This will then be repeated for the remaining process steps. At least one visual will be provided for each step in the process.

After the complete process is covered, learners will be shown how the sales process is actually a sort of cycle, in that it does not end with a closed sale or a single solution. Provide examples and non-examples of sales scenarios that are consistent with the consultative sales process adopted by the company. Discuss a case study of a company's performance increase by adopting a consistent sales model.

- c. **Learner Participation** – Throughout the lesson, ask questions of the group and promote discussions. This provides an opportunity for the learners to think about the concepts being discussed and to learn from one another, and for the facilitator to assess comprehension. Provide feedback during these discussions. A small group activity will be used at the end for the participants to create a successful role-play scenario that demonstrates the company sales process. Afterward, have the groups present their scenarios to the entire group, solicit discussion from the greater group, and provide feedback to each group.
- d. **Testing** – There is no need to test entry skills, as all the reps are experienced at sales. However, I would like to have a pre-session survey that helps the facilitator understand the audience even greater in terms of whether they currently subscribe to a particular sales model. This survey will also get the learners thinking about the topic, especially considering they may not have previously thought about what sales model they may use. Throughout the lesson, use discussion and questions to gauge learner comprehension. At the end of the lesson, the presentation of role play scenarios will serve as a post-test to ensure participants have met the instructional objective.
- e. **Follow-through activities** – The group discussion following the role-play scenario will serve both for reinforcing the concepts covered and for remediation for any learners who may not have applied the sales process properly. District managers also hold regular team meetings with their sales reps and will incorporate additional follow-through activities (such as questionnaires and additional role-plays) to ensure the reps are applying the sales process on the job and to keep the topic alive. Additionally, part of the reps' regular performance reviews involve call monitoring and/or riding along on sales calls, providing another opportunity to ensure learners are transferring their knowledge to the workplace.

IV. Identification of Graphic Needs

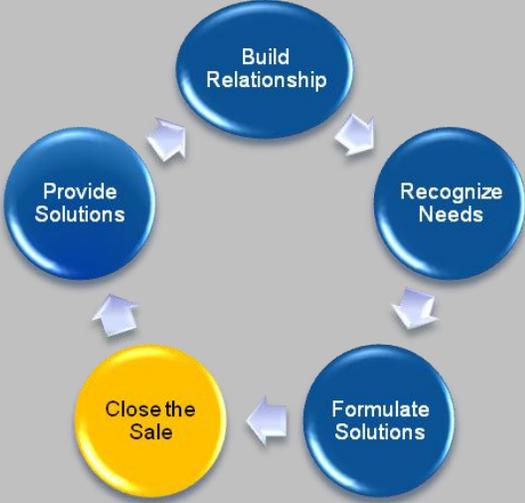
NOTE: Graphics were resized to fit in this table. They would be included at full size in the actual instructional materials.

Graphic	Brief Description of Graphic	Pre-instructional activities	Information presentation	Learner participation	Testing	Follow-through activities	Actual Graphic	Role of Graphic in Instruction
1	Image of money, to imply sales dollars and/or personal income	Created						The graphic is intended to draw the learners' attention by speaking directly to their interests: increasing company sales and personal commission dollars
2	Word Art visual to illustrate the major steps in the sales process		Created	Created	Created	Created		The graphic is intended to illustrate the sales process as an ongoing cycle. It serves as a visual representation of the sales model in terms of its flow. It also narrows each step to a simple phrase. It will be used to present the sales process, act as a reference during participation activities, serve as a condition during testing (see instructional goal) and will be included in a job aid for reference in the field.

Graphic	Brief Description of Graphic	Pre-instructional activities	Information presentation	Learner participation	Testing	Follow-through activities	Actual Graphic	Role of Graphic in Instruction
3	Word Art visual of the sales process with the first step highlighted		Created	Created				Draws the learners' attention to the first step in the sales process as it is being discussed. This also orients the learner to the material being presented and how it fits into the overall process. It is used again later to show this step appears again even after closing the sale. The same graphic can be used for learner participation in the discussion activities for this process step.
4	Clip-art photos of business-people interacting positively		Obtained and modified	Obtained and modified				Depicts a positive relationship among businesspeople, reinforcing the point of the first step of the sales model. The same graphic can be displayed during learner participation (discussion activities) to keep the focus on positive customer relationships, as key component in the sales process and overall vision of the company.

Graphic	Brief Description of Graphic	Pre-instructional activities	Information presentation	Learner participation	Testing	Follow-through activities	Actual Graphic	Role of Graphic in Instruction
5	Word Art visual of the sales process with the second step highlighted		Created	Created				Draws the learners' attention to the next step in the sales process as it is being discussed. This also orients the learner to the material being presented and how it fits into the overall process. The same graphic can be used for learner participation in the discussion activities for this process step.
6	Clipart photo of two people in discussion, one pointing something out to the other		Obtained and modified	Obtained and modified				Illustrates a discussion in which a person is pointing something out to the other, implying that the individual is identifying or uncovering a need. The same graphic can be displayed during learner participation activities when the group discusses this step of the sales process.

Graphic	Brief Description of Graphic	Pre-instructional activities	Information presentation	Learner participation	Testing	Follow-through activities	Actual Graphic	Role of Graphic in Instruction
7	Word Art visual of the sales process with the third step highlighted		Created	Created				Draws the learners' attention to the next step in the sales process as it is being discussed. This also orients the learner to the material being presented and how it fits into the overall process. The same graphic can be used for learner participation in the discussion activities for this process step.
8	Clipart image of individuals putting together a jigsaw puzzle		Obtained and modified	Obtained and modified				Illustrates that this step is all about putting together the pieces of the puzzle by formulating solutions for the customer. The same graphic can be displayed as the group discusses the step as part of learner participation activities.

Graphic	Brief Description of Graphic	Pre-instructional activities	Information presentation	Learner participation	Testing	Follow-through activities	Actual Graphic	Role of Graphic in Instruction
9	Word Art visual of the sales process with the fourth step highlighted		Created	Created				Draws the learners' attention to the next step in the sales process as it is being discussed. This also orients the learner to the material being presented and how it fits into the overall process. The same graphic can be used for learner participation in the discussion activities for this process step.
10	Clipart of people shaking hands		Obtained and modified	Obtained and modified				Emphasizes that this step is all about sealing the deal. This provides a visual reference for this step. The same graphic can be displayed during group discussions as part of the learner participation activities.

Graphic	Brief Description of Graphic	Pre-instructional activities	Information presentation	Learner participation	Testing	Follow-through activities	Actual Graphic	Role of Graphic in Instruction
11	Word Art visual of the sales process with the fifth step highlighted		Created	Created				Draws the learners' attention to the next step in the sales process as it is being discussed. This also orients the learner to the material being presented and how it fits into the overall process. The same graphic can be used for learner participation in the discussion activities for this process step.
12	Clipart of two people in front of a computer, with one pointing to something on the screen		Obtained and modified	Obtained and modified				Intended to imply that this step is about pointing out solutions to the customer and showing the customer how we are now solving their problems and meeting the identified needs. The same graphic can remain displayed as the group discusses this step.

Graphic	Brief Description of Graphic	Pre-instructional activities	Information presentation	Learner participation	Testing	Follow-through activities	Actual Graphic	Role of Graphic in Instruction
13	Clipart photo of individual with money and wallet	Obtained without modification						<p>Helps gain the learner's attention during the introduction and pre-instructional activities. The graphic also establishes relevance both professionally (increasing sales) and personally (increasing commissions).</p>

Graphic	Brief Description of Graphic	Pre-instructional activities	Information presentation	Learner participation	Testing	Follow-through activities	Actual Graphic	Role of Graphic in Instruction
14	Clipart image of a key and dollar sign		Obtained and modified	Obtained and modified		Obtained and modified		<p>The key and dollar sign combine to imply that the material covered in the lesson can lead to financial success. This is used during information presentation as a simple reminder of the purpose of the instruction and the sales process itself. It is also used to promote learner participation by implying that doing so will open the door to success. Finally, it is used as a reminder during follow-through activities so that learners keep the topic alive and apply the sales process in order to be successful salespeople.</p>
15	Clipart of a "thank you" note		Obtained without modification	Obtained without modification				<p>The graphic serves as a simple thank you for paying attention and participating in class.</p>