Barbara Rinehart

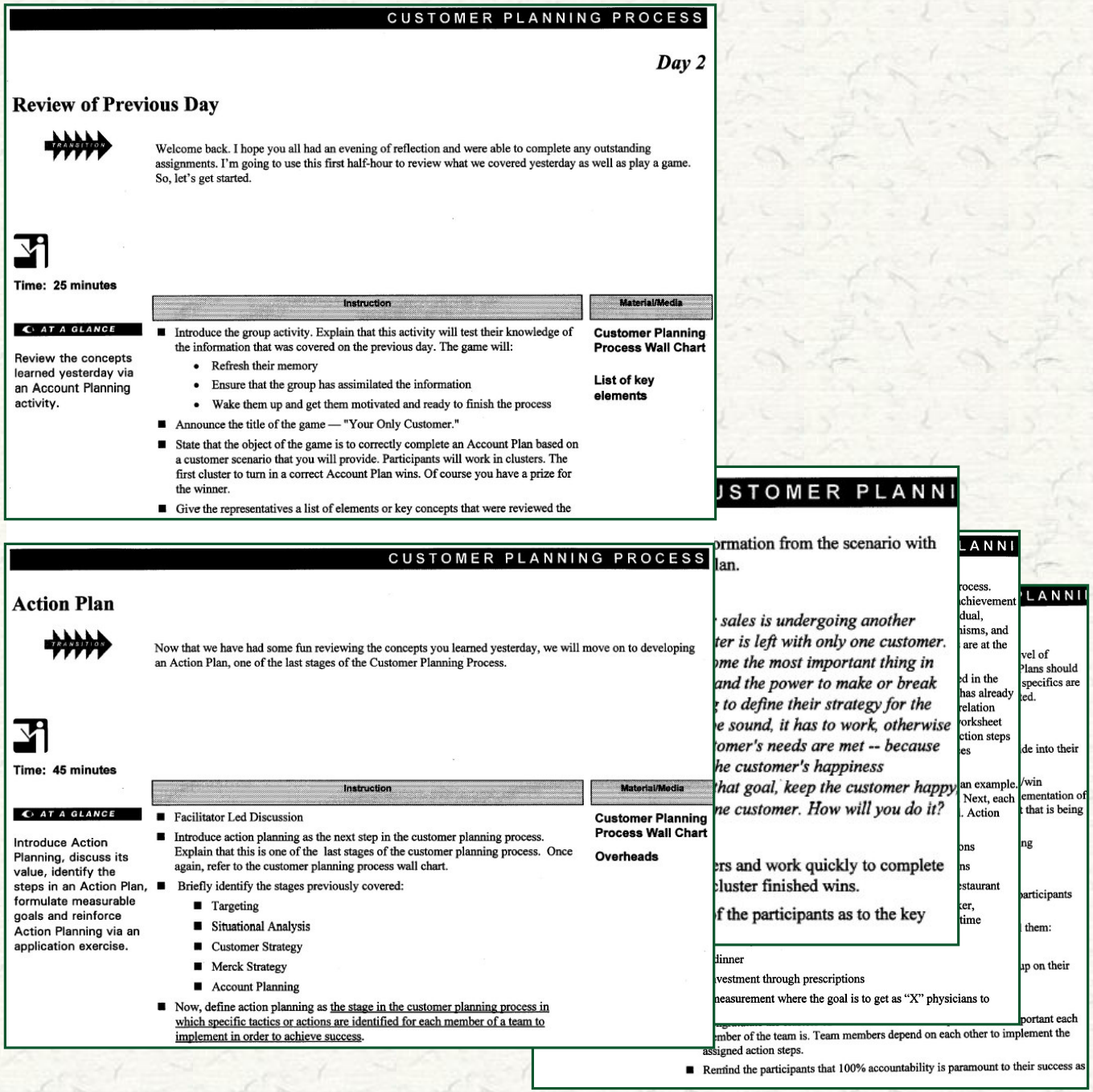
INSTRUCTIONAL DESIGN

SALES TRAINING

My responsibilities were:

- Created behavioral objectives and agenda
- Wrote design document
- Developed training program
- Designed evaluations

CFTL



CUSTOMER PLANNING PROCESS

Day 2

Review of Previous Day

TRANSITION

Welcome back. I hope you all had an evening of reflection and were able to complete any outstanding assignments. I'm going to use this first half-hour to review what we covered yesterday as well as play a game. So, let's get started.

Time: 25 minutes

AT A GLANCE

Review the concepts learned yesterday via an Account Planning activity.

Instruction	Material/Media
■ Introduce the group activity. Explain that this activity will test their knowledge of the information that was covered on the previous day. The game will: • Refresh their memory • Ensure that the group has assimilated the information • Wake them up and get them motivated and ready to finish the process ■ Announce the title of the game — "Your Only Customer." ■ State that the object of the game is to correctly complete an Account Plan based on a customer scenario that you will provide. Participants will work in clusters. The first cluster to turn in a correct Account Plan wins. Of course you have a prize for the winner. ■ Give the representatives a list of elements or key concepts that were reviewed the	**Customer Planning Process Wall Chart** **List of key elements**

CUSTOMER PLANNING PROCESS

Action Plan

TRANSITION

Now that we have had some fun reviewing the concepts you learned yesterday, we will move on to developing an Action Plan, one of the last stages of the Customer Planning Process.

Time: 45 minutes

AT A GLANCE

Introduce Action Planning, discuss its value, identify the steps in an Action Plan, formulate measurable goals and reinforce Action Planning via an application exercise.

Instruction	Material/Media
■ Facilitator Led Discussion ■ Introduce action planning as the next step in the customer planning process. Explain that this is one of the last stages of the customer planning process. Once again, refer to the customer planning process wall chart. ■ Briefly identify the stages previously covered: ■ Targeting ■ Situational Analysis ■ Customer Strategy ■ Merck Strategy ■ Account Planning ■ Now, define action planning as the stage in the customer planning process in which specific tactics or actions are identified for each member of a team to implement in order to achieve success.	**Customer Planning Process Wall Chart** **Overheads**

USTOMER PLANNI

ormation from the scenario with lan.

sales is undergoing another ter is left with only one customer. me the most important thing in and the power to make or break to define their strategy for the e sound, it has to work, otherwise omer's needs are met -- because he customer's happiness hat goal, keep the customer happy. ne customer. How will you do it?

rs and work quickly to complete cluster finished wins.

f the participants as to the key

dinner

vestment through prescriptions

neasurement where the goal is to get as "X" physicians to

mber of the team is. Team members depend on each other to implement the assigned action steps.

■ Remind the participants that 100% accountability is paramount to their success as