

Design Document

Training Title: Overcoming Sales Objections.

Business Goal and Problem	Goal: Enable sales representatives at Heartland Pro HVAC to overcome sales objections when selling HVAC service contracts, in order to maintain our normal closing rate of 35%. Problem: Heartland Pro has seen a steep decline in the sale of service contracts since hiring a group of new sales representatives. The sales reps are getting in front of clients but are having difficulty overcoming objections and closing sales. Service contract sales closing rates are down from 35% to 25%.
Target Audience	The target audience is junior sales representatives with less than six months of experience at Heartland Pro HVAC and less than two years of overall sales experience. They are mostly between the ages of 25 and 35, with varying educational backgrounds. They were hired primarily because their work and education profile (and initial testing) indicated potential strengths in sales.
Learning Objectives	Terminal LOs: TLO 1: Categorize a prospect's initial objection as a Value, Competitive, or Approval concern. TLO2: Ask questions that refine the understanding of the objection. TLO3: Apply a response that best addresses the type of objection and moves the conversation toward closing. Enabling LOs: ELO 1: List the three main objection types. ELO2: Define the goals for refining questions for each objection type. ELO3: Articulate the goals for responses to each objection type.
Training Recommendation	Delivery Method: E-learning developed with Articulate Storyline 360. A job aid will also be provided for reference in the field. Approach: The course material will be introduced with a scenario. Content will follow a linear progression, with an interactive branching scenario provided for practice before the assessment.
Training Time	Target time: 35 minutes.

Deliverables	1. Storyboard including script. 2. Storyline Source File. 3. Published Zip file of course in SCORM compliant format. 4. Audio files 5. Visual Assets 6. Job Aid.
Training Outline	1) Welcome 2) Navigation Instruction (optional) 3) Introduction with scenario 4) Learning Objectives 5) Objective 1: Categorize the objection a) Value Objections b) Competitive Objections c) Approval Objections d) Knowledge check 6) Objective 2: Ask refining questions a) Refining questions for value objections b) Refining questions for competitive objections c) Refining questions for approval objections. d) Knowledge Check. 7) Objective 3: Respond a) Responses for value objections b) Responses for competitive objections c) Responses for approval objections d) Knowledge Check 8) Practice Scenario. 9) Course Summary 10) Course Assessment Introduction. 11) Assessment
Assessment Plan	Level 2 Assessment: ● Three knowledge checks will be presented in the course. Feedback will be given, but scores are not included in the final results. ● A branching practice scenario will also provide feedback through its success/failure/retry endpoints. ● A final assessment will present five scenario-based multiple choice questions. The passing score is 80%. Students may review answers, and retake the assessment until they pass. Level 3 Assessment: A survey will be administered to sales mentors 90 days after the course is made available to the junior sales reps. Sales mentors will report on the changes they have observed in the junior sales reps as a result of the training. The success criteria will be the comparison of their pre-course closing rate to their post-course closing rate.