

# Module 1: Hygrozyme Product Training eLearning Storyboard

The following pages describe the general layout of the elearning module. Each page will contain the content to be covered, any notes regarding visuals, note regarding learner interactions (the coding and triggers built into the course), as well as any additional notes.

Note: The following is *not* visually representative of the end-user experience. This is simply a tool to organize how the content will be delivered. Visual examples will follow the storyboard slides.

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 1

Slide Title: Section 1: What is Hygrozyme?

## Learning Objectives

- 1.1.1** Following this instruction, the sales representative will be able to recall the definition of Hygrozyme and be able to articulate it when prompted with 100% accuracy.
- 1.1.2** Following this instruction, the sales representative will be able to accurately categorize Hygrozyme every time prompted.

## Visuals

Introductory animation with video title “What is Hygrozyme?”

The speaker will be speaking in front of a neutral background.

During description of Hygrozyme, there will be a video of the Hygrozyme product in its packaging as well as video footage of it being used. Over this footage, the definition of Hygrozyme will appear in a box on the bottom half of the screen.

## Interactions

The learner will click “Begin Course” on the title screen. “Begin Course” will trigger the next slide, where the video will auto-play when the slide begins.

## Additional Notes

Closed Captioning will be available for the entire course

## Content

The speaker welcomes the learner to the course. The speaker will inform the learner that before we can get into the best uses for Hygrozyme and how it can benefit our customers, we’re first going to go over what Hygrozyme is. The speaker will inform learners that after this section, they will be able to define the product and categorize it (the learning objectives).

### What is Hygrozyme?

Hygrozyme is an organic enzyme that attacks dead plant proteins, which is where most diseases and viruses start. Because this enzyme attacks the dead plant proteins, it promotes rapid root development which ensures plants grow bigger, faster, stronger, and stay healthy

Most customers that use this product (specifically in hydroponic systems where nutrients are instantly available to the plant) notice a difference in plant health and vigor overnight. Hygrozyme comes in many sizes including quarts, gallons, 2.5 gallons, 5-gallon, and 35-gallon sizes.

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 2

Slide Title: Section 1: Categorizing Hygrozyme L-O 1.1.2

## Learning Objectives

- 1.1.1** Following this instruction, the sales representative will be able to recall the definition of Hygrozyme and be able to articulate it when prompted with 100% accuracy.
- 1.1.2** Following this instruction, the sales representative will be able to accurately categorize Hygrozyme every time prompted.

## Visuals

The speaker will be speaking in front of a neutral background.

When discussing the categories, we will see the categories displayed on screen in text.

Important key point, such as “Hygrozyme is considered an enzymatic additive”, will be displayed on screen while also being said out loud.

## Interactions

The learner will click the “Next” button in the lower right-hand corner of the screen. This will take us to the next slide, and the user will click “start quiz” to begin the following assessment.

## Additional Notes

## Content

The speaker continues to guide the learner through the content.

The learner will be provided a description of Hygrozyme’s categorization and where it stands when compared to other plant nutrients and supplements.

Hygrozyme can be used with any other nutrient line as a supplemental additive to promote a healthy root system and strong aggressive growth. For those in hydro it should be added to the reservoir with every cleaning (once per week or every two weeks.)

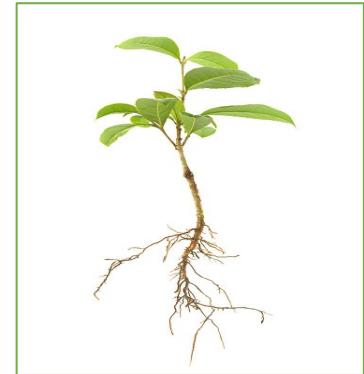
Hygrozyme is included in the BWGS catalogue under the nutrient subsection additive/supplement section; however, Hygrozyme has no nitrogen, phosphorus, or potassium (NPK) aka macronutrients, nor does it have any micronutrients (e.g., calcium, magnesium, Sulphur, zinc, copper, boron, etc.) and will not increase the TDS (total dissolved solids) in the reservoir. Therefore, Hygrozyme is considered an enzymatic additive and can be used with any other stand-alone or full nutrient line, meaning it can and should be sold to all customers that walk through the door.

*Continued from previous slide*

## Speaker script/narration for categorization video

**Nutrient** – provides full macro nutrients or Nitrogen (N), Phosphorous (P), and Potassium (K) aka NPK to plants. Nitrogen is needed during plants growth or veg stage but takes the backseat to Phosphorous and Potassium during fruiting and flowering. **Will include Graphic**

**Supplement for micronutrient deficiencies** – used to provide micronutrients to plants may include things like Boron (B), Zinc (Zn), Manganese (Mn), Iron (Fe), Copper (Cu), Molybdenum (Mo), Chlorine (Cl), are some of important micronutrients in plants. Lack of these nutrients affects growth and development (**graphic to right is shown on screen while the speaker says these words**)



**Stimulant** – stimulates plant growth. Plant growth stimulant products provide key hormone or organic element that influences growth in a particular way. They're different from fertilizers you use to provide a supplemental meal for plants, although some stimulants may also contain plant nutrients. Stimulants can be applied to any kind of plant and have no toxic properties. **Will Include Graphic**

**Additive** – Anything that doesn't contain macro or micro-nutrients. Additives are used for something other than plant nutrition and generally do not interfere with other nutrients/supplements or raise/lower TDS values. examples include Hygrozyme, GH Flora Shield, etc. **Will Include Graphic**

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 3-6

Slide Title: Section 1: Assessment (1.1.1 and 1.1.2)

## Assessment

### Question 1

Hygrozyme is an organic \_\_\_\_\_?

- a) Genetically Modified Organism (GMO)
- b) Mitochondria
- c) **Enzyme ← Correct**
- d) Chelator

**Feedback for correct answer:** Correct! Hygrozyme is an organic enzyme

**Feedback for incorrect answer:** Incorrect, Hygrozyme is an organic enzyme

### Question 2

Hygrozyme is an organic enzyme that attacks \_\_\_\_\_, which is where most diseases and viruses start within plants.

- a) Pythium
- b) **Dead Plant Proteins ← Correct**
- c) Fungus gnats
- d) One month

**Feedback for correct answer:** Correct! Hygrozyme is an organic enzyme that attacks dead plant proteins

**Feedback for incorrect answer:** Incorrect, Hygrozyme is an organic enzyme that attacks dead plant proteins

### Question 3

Hygrozyme promotes aggressive growth of healthy white roots.

- a) **True ← Correct**
- b) False

**Feedback for correct answer:** Correct! Hygrozyme promotes aggressive growth of healthy roots which in turn makes the plant grow bigger, faster, and stronger!

**Feedback for incorrect answer:** Incorrect, Hygrozyme promotes aggressive growth of healthy roots which in turn makes the plant grow bigger, faster, and stronger!

### Question 4:

When people use Hygrozyme they can expect an increase in yield

- a.) **True ← Correct**
- b.) False

**Feedback for correct answer:** Correct! Because the plant is healthier and the root system has increased, customers that use Hygrozyme can expect an increase in overall plant yield

**Feedback for incorrect answer:** Incorrect, because Hygrozyme prevents diseases and viruses from starting, the plant is healthier and produces more roots. Therefore, customers that use Hygrozyme can expect an increase in overall plant yield

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 7-8

Slide Title: Section 1: Assessment (1.1.1 and 1.1.2)

## Assessment

Assessment Continued...

### Multiple Choice and True/False

#### Question 5

*Hygrozyme falls under the category of*

- a) A - Nutrient
- b) B – Supplement
- c) C – Organic Enzyme/additive ← Correct
- d) D – Organic Nutrient

**Feedback for correct answer:** Correct! Hygrozyme is an organic enzyme that does not contain any Macro or Micro nutrients, so it falls into the category of additive.

**Feedback for incorrect answer:** Incorrect. Hygrozyme is an organic enzyme that does not contain any Macro or Micro nutrients, so it falls into the category of additive.

#### Question 6

*Why is Hygrozyme considered an additive?*

- A.) Because Hygrozyme has no nitrogen, phosphorous, or potassium (NPK)
- B.) Because it can be used with all other nutrients. It will not interfere or increase total dissolved solids (TDS)
- C.) Because Hygrozyme contains no Micro or trace minerals
- D.) All of the above ← Correct

**Feedback for correct answer:** Correct! Hygrozyme is an organic enzyme and does not contain NPK, Micro, or trace minerals, and will not raise TDS/PPM making it suitable for use with all other nutrient lines and supplements

**Feedback for incorrect answer:** Incorrect. The correct answer is All of the above. Because Hygrozyme is an organic enzyme, with no macro/Micro or trace minerals it will not raise total dissolved solids (TDS) or parts per million (PPM), making it an additive that can be used with all other nutrients and supplements.

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 9

Slide Title: Section 2: Dilution rate, product size, and Product cycle

## Learning Objectives

**1.2.1** Given a calculator, a pen, a pencil, and scrap paper, the sales representative will be able to calculate the dilution rate of Hygrozyme in 20-, 40-, 60-, and 120-gallon reservoirs with 100% accuracy

**1.2.2** Given a scenario, the sales representative will be able to determine the correct size bottle of Hygrozyme a B2C customer should purchase given their individual growing needs

## Visuals

This video will mainly consist of on-screen graphics and visual aids to visually demonstrate the dilution rate.

At video conclusion, there will be a drag and drop activity on screen that will automatically appear.

## Interactions

Drag and drop game where learners can match the correct size of Hygrozyme to match their individual growing needs. The learner will click "submit" to submit their answer.

After activity, learner will click "Next" to continue to the next slide.

## Additional Notes

## Content

Speaker will go over the dilution rate of Hygrozyme (10mil) \*not to exceed 15 mil per gallon of water. They will explain how to add and apply Hygrozyme to the growers regular feeding regimen in both soil and hydro applications.

The speaker will go over how in Hydro the reservoir should be cleaned 2-4 times per month or once per week, or once every two-weeks per month and will explain the process (drained of all water, cleaned, filled back up, and re-dosed with nutrients/supplements/additives) checked/adjusted PH and TDS before turning the pumps back on and feeding the plants.

Following the video, there will be a drag and drop game where learners can match the correct size of Hygrozyme to match their individual growing needs

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 10

Slide Title: Section 2: Dilution rate, product size, and Product cycle

## Learning Objectives

**1.2.1** Given a calculator, a pen, a pencil, and scrap paper, the sales representative will be able to calculate the dilution rate of Hygrozyme in 20-, 40-, 60-, and 120-gallon reservoirs with 100% accuracy

**1.2.2** Given a scenario, the sales representative will be able to determine the correct size bottle of Hygrozyme a B2C customer should purchase given their individual growing needs

## Visuals

This video will mainly consist of on-screen graphics and visual aids to visually demonstrate the dilution rate.

## Interactions

Drag and drop game where learners can match the correct size of Hygrozyme to match their individual growing needs.

Learner will need to practice the calculations.

Learner will click "next" to continue to the next slide.

## Additional Notes

PDFs of the feeding chart and a dilution rate, and mil per bottle size. Job aid will be provided in the "resources" section of the course for the learner to download.

## Content

The speaker will go over how to determine and calculate the correct size a B2C customer should purchase, and how far that bottle will last the customer based on their personal growing schedule.

### Explanation of how to calculate the dilution rate

To determine the size bottle a B2C customer would need the B2B customer must first determine the B2C customers: (1) reservoir size, and (2) how many times a month they clean their reservoir (i.e., 2-4 times per month) (3) how long their grow cycle is.

Then you take the amount of Hygrozyme they would dose the res with times how many times they clean their res, times how many months, then use the chart to determine bottle size.

### Speaker will provide this example to demonstrate the calculations involved:

if Scarlett has a 20-gallon reservoir that she cleans once a month, and 3-month grow cycle

$20 \times 10 = 200$     $200 \times 3 = 600$     $946/600 = 1.58$  She would be fine purchasing a quart of Hygrozyme and wouldn't have to buy another quart until halfway through her next crop.

Following this will be another drag and drop game where learners can match the correct size of Hygrozyme to match their individual growing needs. Learner will need to perform the calculations taught above.

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 11

Slide Title: Section 2: Dilution rate, product size, and Product cycle

## Learning Objectives

**1.2.1** Given a calculator, a pen, a pencil, and scrap paper, the sales representative will be able to calculate the dilution rate of Hygrozyme in 20-, 40-, 60-, and 120-gallon reservoirs with 100% accuracy

**1.2.2** Given a scenario, the sales representative will be able to determine the correct size bottle of Hygrozyme a B2C customer should purchase given their individual growing needs

## Visuals

This video will mainly consist of on-screen graphics and visual aids to visually demonstrate the dilution rate.

Speaker will talk in formal setting, onscreen graphics will be used to demonstrate the calculations, and mental processes involved in the calculation, not on-screen text will be used.

## Interactions

For the 60 and 120 reservoirs, they will just be given the basic information and will need to do their own calculations. They will enter the answer in a blank, then click "submit" to receive correct or incorrect feedback.

Leaner will click "Next" to continue to next slide, where they will click "Start Quiz"

## Additional Notes

PDFs of the feeding chart and a dilution rate, and mil per bottle size. Job aid will be provided in the "resources" section of the course for the learner to download.

## Content

The learners will walk through 2 examples of calculating the dilution rate, where the calculations are shown on screen as the process is read aloud, and then move to answer and solve scenario-based problems on dilution rate of 60 and 120 gallon res

**Speaker will provide this content:** The dilution rate of Hygrozyme is 10 milliliters per gallon of water, both in hydro and soil applications. The grower should always use Hygrozyme as recommended, and never exceed 15 mil per gal.

To calculate the dilution rate you: (1) take the number of gallons of water their reservoir holds and multiply it by 10.

**Speaker will provide this example:** if John has a 35-gallon reservoir that he uses to feed and water his soil garden he would take 35 gallons of water times 10mil of Hygrozyme, which would equal 350 mil of Hygrozyme added to his reservoir before he feeds/waters his plants.

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 12-15

Slide Title: Section 2: Assessment

## Assessment

### Question 1

Mia has a 20-gallon res, how many mil of Hygrozyme will she need to properly dose her reservoir?

- a.) 200 ← Correct
- b.) 175
- c.) 75
- d.) the whole bottle

**Feedback for correct response:** Correct! Given a 20-gallon reservoir Mia would need to add 200mil of Hygrozyme ( $20 \times 10 = 200$ )

**Feedback for incorrect response:** Incorrect. The correct answer was 200mil. To calculate this:  $20 \times 10 = 200$

### Question 2

Jim has a 40-gallon reservoir, how many mil of Hygrozyme will Jim need to properly dose his reservoir?

- a.) 400 mil ← Correct
- b.) 356mil
- c.) 200mil
- d.) 150mil

**Feedback for correct response:** Correct! ( $10\text{mil of Hygrozyme} \times 40 \text{ gallons of water} = 400 \text{ mil}$ )

**Feedback for incorrect response:** Incorrect. The correct answer was 400 mil. To calculate this:  $10\text{mil of Hygrozyme} \times 40 \text{ gallons of water} = 400$

### Question 3

Joe uses a 60-gallon reservoir, how many mil of Hygrozyme should Joe add to his reservoir?

*A text box will be provided for them to enter in the correct answer*

**Feedback for correct response:** Correct! Joe will need to add 600mil of Hygrozyme to his reservoir

**Feedback for incorrect response:** Sorry, that is incorrect. The correct answer was A: 600mil. To calculate this:  $10\text{mil of Hygrozyme} \times 60\text{-gallons of water} = 600 \text{ mil}$

### Question 4

If sally has a 120-gallon reservoir ~ how many mil of Hygrozyme would she need to add to her reservoir?

*A text box will be provided for them to enter in the correct answer*

**Feedback for correct response:** Correct! Sally will need to add 1,200 mil (5-cups) to her reservoir

**Feedback for incorrect response:** Incorrect. The correct answer was 1,200mil. To calculate this:  $10\text{mil of Hygrozyme} \times 120\text{-gallons of water} = 1,200 \text{ mil}$

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 16

Slide Title: Section 3: Useful Information for Customers

## Learning Objectives

**1.3.1** Following instruction, the learner will be able to accurately explain the benefits B2C customers can expect when they use Hygrozyme.

**1.3.2** Following instruction, the learner will be able to inform customers of useful product information and key B2B selling points metrics, and statistics.

## Visuals

This slide will contain a brief video that auto-plays when slide appears.

Various customer profiles will be shown via an image of the customer and the products they use.

Testimonials will be read aloud as well as displayed on screen.

## Content

A brief video will be shown that further explains how Hygrozyme works, specifically how it can benefit our customers and serve their needs, and why most of our customers have found success with the product and review it positively.

This section will also include 2 or 3 real customer testimonials, where the learner can hear in the customer's own words how this product has been beneficial.

## Interactions

When the video completes, learner will click "next" to go to next slide

## Additional Notes

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 17

Slide Title: Section 3: Useful Information for Customers

## Learning Objectives

**1.3.1** Following instruction, the learner will be able to accurately explain the benefits B2C customers can expect when they use Hygrozyme.

**1.3.2** Following instruction, the learner will be able to inform customers of useful product information and key B2B selling points metrics, and statistics.

## Visuals

This slide will contain a video that auto-plays when slide appears

Visual aids will appear on screen for key elements, such as all key selling points

## Content

This section will contain the same on-screen speaker as before accompanied by multiple visual aids (both stationery and animated) to help the learners see how the use of this product can benefit our customers.

Section will also include key selling points for B2B customers such as the odds of B2C customers purchasing Hygrozyme again, turnaround time, and the profit margin they can expect to make from selling Hygrozyme in their retail locations.

## Interactions

When the video completes, learner will click “next” to go to next slide.

On next slide, learner will click “Start Quiz”

## Additional Notes

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 18-21

Slide Title: Section 3: Assessment

## Assessment

### (1.3.1)

#### Question 1

Customers who use Hygrozyme do not have to use any other nutrient or supplement, Hygrozyme is all they need to grow strong healthy plants

- a.) True
- b.) False ←Correct**

**Feedback for correct response:** Correct! Hygrozyme is not a stand-alone nutrient, it is an enzyme additive, that should be used in conjunction with other products with an NPK value

**Feedback for incorrect response:** Incorrect, Hygrozyme is not a stand-alone nutrient and does not provide any nutrient or NPK value, therefore it should be used in conjunction with other products

#### Question 3

Hygrozyme is an enzyme additive that can be used in conjunction with any other product lines nutrients and supplements

- a.) True ←Correct**
- b.) False

**Feedback for correct response:** Correct! Hygrozyme is an enzyme additive that can be used in conjunction with all other nutrients and supplements

**Feedback for incorrect response:** Incorrect, Hygrozyme is an enzyme additive that can be used in conjunction with all other nutrients and supplements

#### Question 2

When using Hygrozyme, how soon do most customers notice a difference in plant health and vigor?

- a.) Instantly
- b.) Overnight ←Correct**
- c.) Within a week
- d.) Within the first month

**Feedback for correct response:** Correct! Most users can see a difference in plant health and vigor overnight!

**Feedback for incorrect response:** Incorrect, most users can see a difference in plant health and vigor overnight!

#### Question 4

Soil growers that use Hygrozyme have the potential to see \_\_\_\_\_ greater yield!

- a.) 10-20% greater yield
- b.) 30-40% greater yield ← Correct**
- c.) 50-60% greater yield
- d.) 60-75% greater yield

**Feedback for correct response:** Correct! Hygrozyme provides soil growers the potential to see 3-40% greater yield!

**Feedback for incorrect response:** Incorrect, Hygrozyme provides soil growers the potential to see 3-40% greater yield!

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 22-25

Slide Title: Section 3: Assessment

## Assessment

*Assessment Continued*

### Question 5

Hydro growers that use Hygrozyme have the potential to \_\_\_\_\_ their yield!

- a.) Quadruple
- b.) Triple
- c.) Quintuple
- d.) double ←Correct

**Feedback for correct response:** Correct! Hydro growers who use Hygrozyme from clone through bloom-stage, have the potential to see double their yield!

**Feedback for incorrect response:** Incorrect, Hydro growers who use Hygrozyme from clone through bloom-stage, have the potential to see double their yield!

(1.3.2)

### Question 6

In fruiting and flowering crops, Hygrozyme should be used in all phases of the grow cycle (e.g., clones, starts,, veg/Grow, and Bloom/budding)

- a.) True ← correct
- B.) False

**Feedback for correct response:** Correct! Hygrozyme should be used from start to finish

**Feedback for incorrect response:** Incorrect, Hygrozyme should be used from start to finish

### Question 7

Even though Hygrozyme is expensive, it allows B2C customers to increase their yield, which makes it well worth the money which is why 90% of people that use/try Hygrozyme come back for more

- a.) True ← Correct
- b.) False

**Feedback for correct response:** Correct! Even though Hygrozyme is expensive, it's worth the cost to most growers which is why 90% of people that use/try Hygrozyme come back for more

**Feedback for incorrect response:** Incorrect, even though Hygrozyme is expensive, it's worth the cost to most growers which is why 90% of people that use/try Hygrozyme come back for more

### Question 8

Hygrozyme works so well for B2C customers that most B2B retail owners have a hard time keeping it in stock

- a.) Ture ←Correct
- b.) False

**Feedback for correct response:** Correct! Even though Hygrozyme is expensive, most B2B retail locations have a hard time keeping it in stock once the get the product to catch on

**Feedback for incorrect response:** Incorrect, even though Hygrozyme is expensive, most B2B retail locations have a hard time keeping it in stock once the get the product to catch on

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 26-27

Slide Title: Section 3: Assessment

## Assessment

*Assessment Continued*

### Question 9

Hygrozyme provides B2B store owners an ROI/profit margin of \_\_\_\_\_?

- a.) 30%
- b.) 50%
- c.) 75%
- d.) 100% ← Correct**

**Feedback for correct response:** Correct! B2B store owners can expect to enjoy 100% profit margin on Hygrozyme

**Feedback for incorrect response:** Incorrect, B2B store owners can expect to enjoy 100% profit margin on Hygrozyme

### Question 10

Hygrozyme is organic, but it is not OMRI certified

- a.) True
- b.) False ← Correct**

**Feedback for correct response:** Correct! Hygrozyme is certified by the Organic Material Review Institute (OMRI) as a true organic. This makes it a great buy for B2C customers that want to stay away from synthetic nutrients, supplements, and additives

**Feedback for incorrect response:** Incorrect, Hygrozyme is certified by the Organic Material Review Institute (OMRI) as a true organic.

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 28

Slide Title: Section 4: Selling Hygrozyme

## Learning Objectives

**1.4** Given a customer's growing technique and feeding regimen, the sales representative will be able to evaluate which customers will benefit from using Hygrozyme with 100% accuracy.

## Visuals

This slide will contain a video that auto-plays when slide appears

The video will use a combination of speaker video and graphics (animated and non)

Key points will be displayed on screen while also being read aloud by the speaker.

## Content

A short video recap with on-screen speaker will briefly go over information covered in the last section.

The speaker will then go into more detail on who would benefit from using Hygrozyme. Giving examples of several customer profiles that clearly define the customers, their feeding regimen, growing technique, and a complete walk through of how to identify the target customer and who should be sold Hygrozyme.

## Interactions

When the video completes, learner will click "next" to go to next slide

## Additional Notes

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 29

Slide Title: Section 4: Selling Hygrozyme

## Learning Objectives

**1.4** Given a customer's growing technique and feeding regimen, the sales representative will be able to evaluate which customers will benefit from using Hygrozyme with 100% accuracy.

## Visuals

They will receive audio and visual feedback that will break down elements and explain why the product would be good for that customer after interacting with each customer profile.

## Content

There will be a practice activity in which the learner is presented with 3 customer profiles. The learners evaluate and determine which B2C customers their B2B customers should sell Hygrozyme to.

## Interactions

Learners will be selecting the customer profiles by clicking the option and clicking "submit"

## Additional Notes

They will receive audio and visual feedback that will break down elements and explain why the product would be good for that customer after interacting with each customer profile

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 30-31

Slide Title: Section 4: Assessment

## Assessment

### Scenario 1

Joe is has an ebb n' flow hydroponic setup. He uses rockwool as his growing medium and cleans his reservoir twice per month. His regular nutrient line includes the full line of Botanicare's Pure Blend Pro series (PBP Grow, PBP Bloom, Cal-Mag, Sweet, Liquid Karma, and Iron Star) a one-part nutrient line, with various plant supplements, and stimulants.

Should Joe be sold Hygrozyme?

- a.) Yes ← Correct
- b.) No

*Why or why not?*

Because Hygrozyme is 100% organic and doesn't add to the total TDS in the reservoir, Hygrozyme is compatible with all other organic nutrient brands/series, supplements, stimulants, and additives!

**Feedback for correct response:** Correct! Hygrozyme is compatible with Pure Blend Pro

**Feedback for incorrect response:** Incorrect, Hygrozyme can be used with the Pure Blend Pro series.

### Scenario 2

Mary is a soil grower that brews her own organic tea made from bat and seabird guano. She also includes various mycorrhizae, and earthworm castings.

Should this customer be sold Hygrozyme?

- a.) Yes ← Correct
- b.) No

*Why or why not?*

Hygrozyme is compatible, and delivers amazing results, with all organic home-brewed teas, and it is 100% organic, OMRI certified so highly conscious organic gardeners can feel safe about using it.

**Feedback for correct response:** Correct! Hygrozyme is compatible with all organic home-brewed teas.

**Feedback for incorrect response:** Incorrect, Hygrozyme is compatible with all organic home-brewed teas.

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 32-33

Slide Title: Section 4: Assessment

## Assessment

### Scenario 3

Jane is a customer whose hydroponic garden is grown using aeroponics. She uses a hybrid system that combines an ultrasonic fogger and the nutrient film technique (NFT) to grow her indoor garden year-round. She cleans out her reservoir once per week and uses hydroton as her growing medium. Jane isn't as conscious of organic fertilizers as most other growers in her area, so she runs General Hydroponics (GH) Flora Series. A three-part chemical nutrient line. She also uses GH's Kool Bloom stimulant, Flora Shield, and their Flora Kleen flushing agent.

Should this customer be sold Hygrozyme?

- a.) Yes ← Correct
- b.) No

*Why or why not?*

Hygrozyme is compatible with all chemical/synthetic nutrient lines. In fact, for those growers using an aeroponic system, Hygrozyme could deliver superior results and prove extremely beneficial as most other water treatments designed to keep the water clean (e.g., GH Flora Shield) keep the water stable and nutrient salts low, but do not work to ensure plant health. Hygrozyme does. Growers using aeroponic growing technique are especially prone to developing diseases and viruses when water temperatures go above 60 degrees. So, not only could a B2C customer with this type of hydro setup using synthetic nutrients use Hygrozyme, but -they should.

**Feedback for correct response:** Correct! Hygrozyme is compatible with all chemical/synthetic nutrient lines, and could benefit those growing in an aeroponic system, more so than other hydroponic techniques! It should be sold to Mary.

**Feedback for incorrect response:** Incorrect, Hygrozyme is compatible with all chemical/synthetic nutrient lines, and could benefit those growing in an aeroponic system, more so than other hydroponic techniques!

### Scenario 4

Bob has an indoor soil garden. He currently uses a combination of Fox Farm Ocean Forest for veg, and then repots his plants in Sunshine Mix #4 for bloom. For nutrients, he uses GH organic nutrient line Flora Nova Grow and Flora Nova Bloom.

Should this customer be sold Hygrozyme?

- a.) Yes ← Correct
- b.) No

*Why or why not?*

Being Hygrozyme is 100% organic, Hygrozyme can and should be used in soil gardens. Using Hygrozyme in soil not only increases beneficial microbial activity, but it also works just as well in soil as it does in Hydro to prevent diseases and viruses, promote root health, and increase yield. However, because soils' nutrients are not as readily available as they are in hydro setups, most soil gardeners do not see double the yield, but they do see 30-40% greater yield.

**Feedback for correct response:** Correct, Hygrozyme can be used in all soil gardens, thus Hygrozyme should be sold to Bob.

**Feedback for incorrect response:** Incorrect, Hygrozyme can be used in all soil gardens, thus Hygrozyme should be sold to Bob.

# eLEARNING STORYBOARD

Module: Hygrozyme Product Training

Slide #: 34

Slide Title: Section 4: Assessment

## Assessment

### Scenario 5

Steve is first time indoor gardener. Again, he is new, so he still uses Miracle Grow fertilizers in his indoor soil garden. He is worried he won't be able to use Hygrozyme because it's too complicated.

Should this customer be sold Hygrozyme?

a.) Yes ← Correct

b.) No

*Why or why not?*

Hygrozyme is beneficial to all indoor gardeners despite their growing technique, experience level, nutrient line (organic/chemical) supplement, additives, growing mediums. Despite its appearance Hygrozyme is easy to use, and is very forgiving, and has similar instructions to those found on the bottle/bag of Miracle Grow. Even novice gardeners can get the hang of it with proper instruction. Simply add 10ml of Hygrozyme per gallon of water, in soil gardens with every other feeding. Easy peazy!

**Feedback for correct response:** Correct! Both experienced and inexperienced gardeners can benefit from using Hygrozyme.

**Feedback for incorrect response:** Incorrect, both experienced and inexperienced gardeners can benefit from using Hygrozyme.

## **4.1 Summative Evaluation Form**

The following is the form that the managers will fill out during/following observation of employees who have completed the entire Hygrozyme module.

# Direct Assessment of Sales After Three Months (*form prototype*)

Manager Name: \_\_\_\_\_

Sales Representative(s) Monitored: \_\_\_\_\_

Date: \_\_\_\_\_

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree	
1.) Did BWGS Central sales representatives have a positive reaction to Hygrozyme training?	1	2	3	4	5
2.) Did the sales representatives learn to describe Hygrozyme?	1	2	3	4	5
3.) Can sales representatives' profile Hygrozyme target consumer?	1	2	3	4	5
4.) Can the sales representatives describe the benefits of using Hygrozyme to B2B customers?	1	2	3	4	5
5.) Has their behavior changed?	1	2	3	4	5
6.) Are the sales representatives applying the knowledge in the performance context?	1	2	3	4	5
7.) Can BWGS Central Sales representatives sell Hygrozyme, now?	1	2	3	4	5
8.) Have individual sales representatives' sales figures of Hygrozyme improved since the training?	1	2	3	4	5
9.) Is each individual sales representative selling at least 2-3 cases of Hygrozyme to B2B customers per day?	1	2	3	4	5
10.) Have aggregate sales of Hygrozyme increased at the BWGS Central distribution center by at least 60%?	1	2	3	4	5
11.) Is BWGS Central meeting its aggregate sales goals of Hygrozyme?	1	2	3	4	5

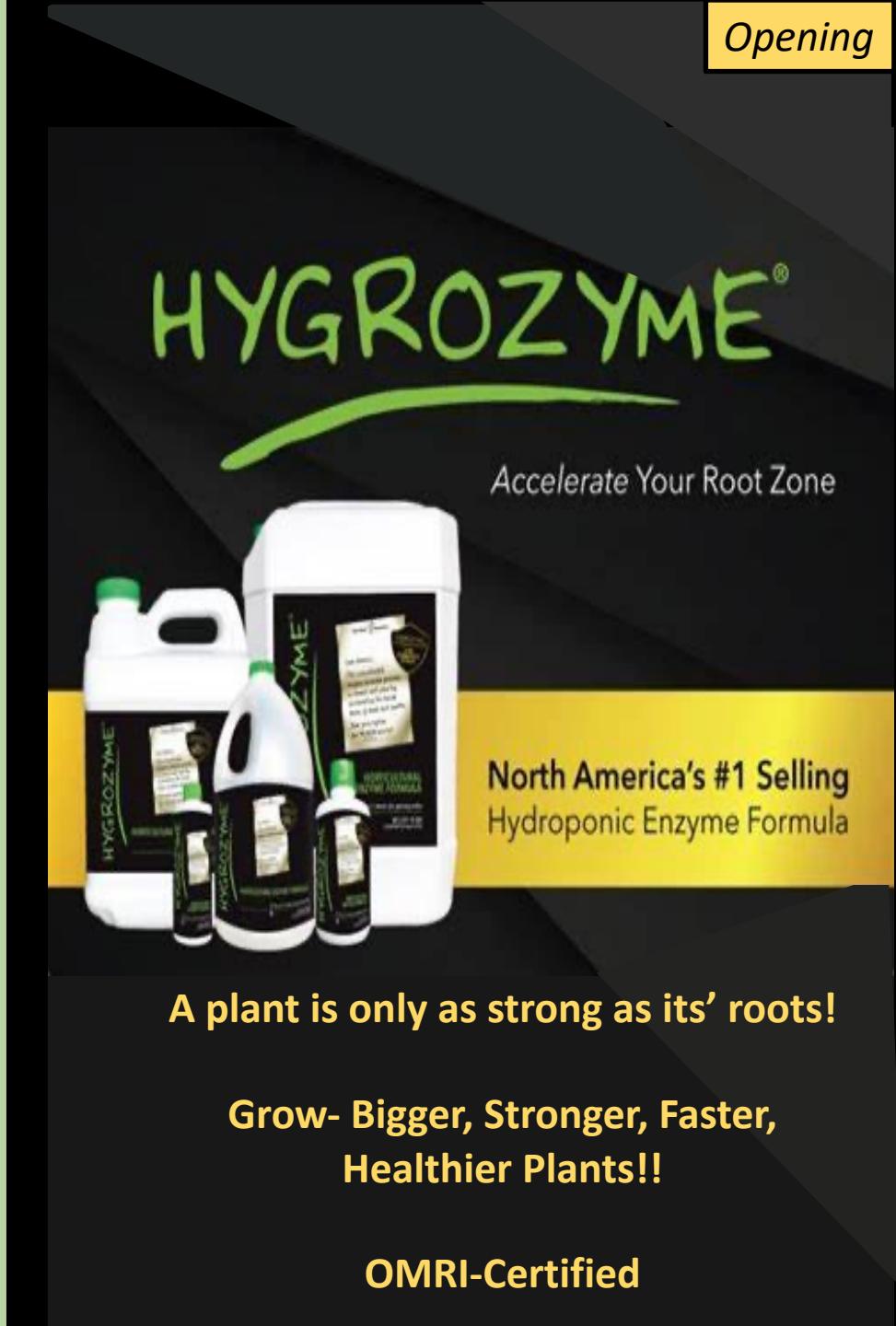
# eLearning Visual Samples

The following pages contain visual examples of the eLearning module to provide an example of the end-user experience.

Welcome to

# Hygrozyme Product Training

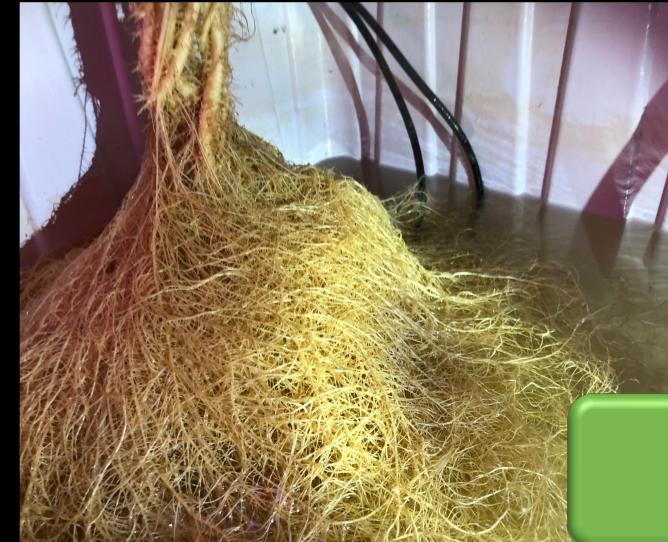
Click to  
Begin Course



## Roots WITHOUT Hygrozyme



## Roots WITH Hygrozyme

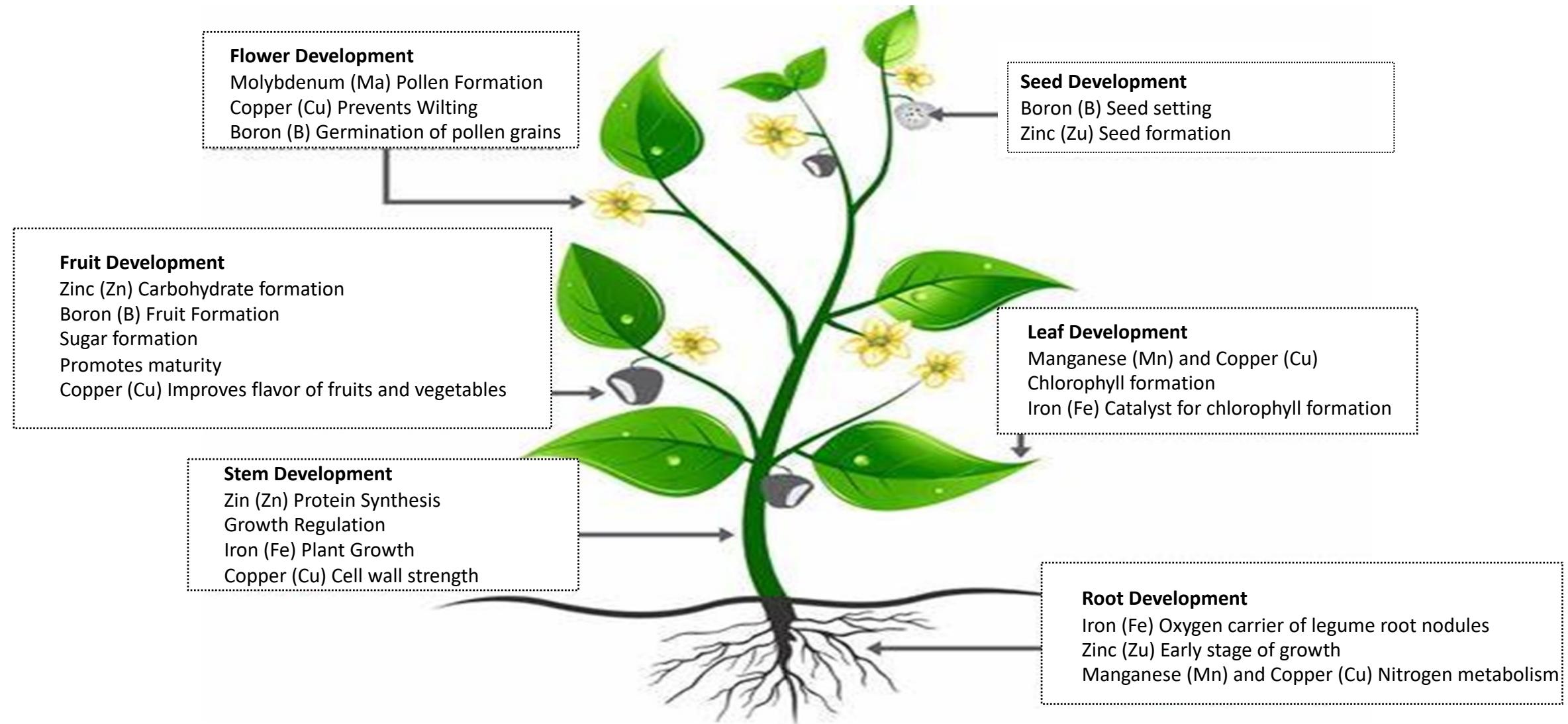


Next

*This is a sample representation of the Performance Support we will provide sales representatives as they take the course to help them calculate the equations*

## How Many Milliliters are in:

- Quart = 946 mil
- Gallon = 3,785
- 2.5 gal = 9,464
- 5-gallon = 18,927



# Question: What Category does Hygrozyme fall Under?

1. Enzyme/Additive

2. Nutrient

3. Supplement

4. None of the above

That's Correct!

Please Try Again

DRAG YOUR  
RESPONSE TO  
BOX BELOW

ANSWER GOES HERE

# (Question)

 Correct Answer

 Answer

 Answer

 Answer

 Submit Answer



# Correct!



(Feedback Here)

Continue

Answer

Submit Answer

# Module 2: BCUZZ Product Training eLearning Storyboard

The following pages describe the general layout of the elearning module. Each page will contain the content to be covered, any notes regarding visuals, note regarding learner interactions (the coding and triggers built into the course), as well as any additional notes.

Note: The following is *not* entirely visually representative of the end-user experience. This is simply a tool to organize how the content will be delivered. Visual examples will follow the storyboard slides.

**Learning Objectives:**

**2.1.1** Given BCUZZ product information, the learner will be able to describe the full BCUZZ product line when prompted

**2.1.2** Given instruction; the learner will be able to indicate appropriate use of all BCUZZ products used during each phase of the growing cycle with 100% accuracy

**Visuals:**

Speaker will be speaking in front of a neutral background

Key phrases and concepts will be displayed on the screen

**Content:**

Speaker will begin with a brief overview the BCUZZ product line by stating:

Unlike most organic nutrients that contain one-part nutrient with several supplements, additives, and stimulants, BCUZZ is product line contains a 2-part nutrient with 5 additional stimulants and bloom builders to be used in various stages throughout the growing cycle of indoor gardens.

**Interactions:**

Learner will click “Begin Course” on the title screen. Intro video will play automatically on this first slide.

**Additional Notes:**

Closed Captioning will be available for the entire course

## Learning Objectives:

**2.1.2** Given instruction; the learner will be able to indicate appropriate use of all BCUZZ products used during each phase of the growing cycle with 100% accuracy

## Visuals:

Shown the bottles that go with each description

BCUZZ feeding chart

## Interactions:

Drag and drop game with onscreen feedback

Users will click “next” to continue to next slide.

## Additional Notes:

## Content:

BCUZZ product line consists of 1. The main nutrient Part A & B, 2. tailored stimulants for each phase of the plant's life, and 3. Two final boosters to deliver superior bulk and fragrance.

*Full description of all products, and how they are used.*

A & B –these are used together to deliver NPK the plant needs along with additional micronutrients.

There are also different variations of the A & B to account for growers in various mediums such as 1. Hydro 2. Soil

The A & B Hydro is full strength because it's assuming nothing is in the water

The A & B Soil is a little less concentrated because it's assuming the soil is already amended with Macro/Micronutrients

***Please see next slide for continued content of product description***

## Additional Content:

**Speaker goes onto describe the stimulants**

Root – used in conjunction with A & B during the rooting stage for clones, starts and early veg

Grow – used in conjunction with A & B during the veg stage in 18 hours of light and 6 hours of dark, promotes vigorous growth

Bloom – used in conjunction with part A & B and Bloom stimulator during bloom/fruiting flowering stage when lights have been flipped to 12 hours on and 12 hours off. Provides the plant with the nutrients it needs to form big fruits and flowers

PK 13/14 – used in conjunction with parts A & B during weeks 4 & 5 of bloom stage. Provides plants with additional phosphorous and potassium needed for explosive fruits and flowers

Blossom Builder – used in conjunction with parts A & B, and Bloom stimulator starting in week 6 of bloom to deliver colossal blooms, high potency, and increased fragrance.

## Assessment:

**Question 1**

What sizes do BCUZZ products come in?

- a.) Quarts, Gallons, and 5-liters ← Correct
- b.) Quarts and Gallons
- c.) Quarts, gallons, 2.5 gallons
- d.) Quarts, gallons, 2.5 gallons, and 5-gallons

**Feedback for correct answer:** Correct! BCUZZ full product line comes in quarts, gallons, and 5-liter sizes

**Feedback for Incorrect response:** Incorrect, BCUZZ full product line comes in quarts and 5-liter sizes

**Question 2**

Cases of Quarts come with \_\_\_\_\_ bottle in them

- a.) 15
- b.) 10
- c.) 12 ← Correct!
- d.) 20

**Feedback for correct answer:** Correct!, Cases of quarts come 12 to a case

**Feedback for Incorrect response:** Incorrect, cases of quarts come 12 to a case

**Question 3**

5-liter's come 6 to a case

- a.) True
- b.) False ← Correct

**Feedback for correct answer:** Correct! 5-liter cases come 4 to each case

**Feedback for Incorrect response:** Incorrect. 5-liter cases come 4 to each case

**Question 4**

B2B customers can purchase BCUZZ products in less than a case quantity?

- a.) True
- b.) False ← Correct

**Feedback for correct answer:** Correct! B2C customers can purchase them individually, but B2B customers must purchase BCUZZ by the case.

**Feedback for Incorrect response:** Incorrect, B2C customers can purchase them individually, but B2B customers must purchase BCUZZ by the case.

**Assessment:****Question 5**

How do you use BCUZZ part A & B?

- a.) Together, by placing the recommended amount of A in the reservoir, and then add part B ← Correct
- b.) Mix A & B together and then add it into the water
- c.) Part A in first, then a week later add in part B
- d.) None of the above

**Feedback for correct answer:** Correct! You add part A into the reservoir, and then part B

**Feedback for Incorrect response:** Incorrect, that would result in the nutrients going bad. Incorrect, The growth stimulant is added in conjunction with part. Instead, you would add part A into the reservoir, and then part B

**Question 6**

Is it ever okay to mix part A & B together without water?

- a.) True ← Correct
- b.) False

**Feedback for correct answer:** Correct! You should never mix A & B together undiluted, it could ruin the nutrients and kills the plants

**Feedback for Incorrect response:** Incorrect, You should never mix A & B together undiluted, it could ruin the nutrients and kills the plants

**Question 7**

When is the growth stimulant used?

- a.) During Bloom stage with A & B
- b.) During Rooting Stage with PART A & B
- c.) During veg stage and one week into bloom Stage with Part A & B ← Correct
- d.) All through the entire grow cycle

**Feedback for correct answer:** Correct! The growth stimulant is added in conjunction with part A & B during vegetative growth, and one week into the bloom stage

**Feedback for Incorrect response:** A & B during vegetative growth, and one week into the bloom stage

**Question 8**

Part A & B are used all the way through the grow cycle, and then depending on which stage the plant is in, you begin adding in the root, grow, bloom, PK 1314, and blossom builder]

- a.) True ← Correct
- b.) False

**Feedback for correct answer:** Correct! Part A & B are used all the way through the grow cycle, and then depending on which stage the plant is in, you begin adding in the root, grow, bloom, PK 1314, and blossom builder

**Feedback for Incorrect response:** Incorrect, part A & B are used all the way through the grow cycle, and then depending on which stage the plant is in, you begin adding in the root, grow, bloom, PK 1314, and blossom builder

Which BCUZZ Products are used during the Growth Stage?

Part A

Part B

Rooting Stimulant

Growth Stimulant

Bloom Stimulant

PK 13/14

Blossom Builder

Drag all the products used during the grow stage and drop them in the box

Answer Box

Submit Answer

Which BCUZZ Products are used during Final Bloom Stage?

Part A

Part B

Rooting Stimulant

Growth Stimulant

Bloom Stimulant

PK 13/14

Blossom Builder

Drag all the products used during the grow stage and drop them in the box

Answer Box

Submit Answer

# eLEARNING STORYBOARD

Module: BCUZZ Product Training

Slide #: 13

Slide Title: Section 2: Benefits of BCUZZ

## Learning Objectives

**2.2** When discussing the BCUZZ product with a customer, the learner will be able to describe the benefits of using BCUZZ products and the results B2C customers can expect from using the full nutrient line every time when prompted

## Visuals

Video will autoplay when learner gets to this slide

Pictures that compare yield of BCUZZ to that of other nutrient lines

Customer testimonials will be shown on screen while being read aloud

## Interactions

Learner will click "next" to continue to the next slide

## Additional Notes

## Content

Unlike most other organic nutrients BCUZZ is considered a designer nutrient line for the pro-grower, or novice looking for a prime return on their harvest. When used correctly the BCUZZ nutrient line delivers grade "A" Connoisseur quality product, that's 100% organic, every time.

BCUZZ A & B are separated delivering superior results as the ammonium nitrate and the nitrate nitrogen come in separate bottles. Other nutrient lines claiming to be organic, but only have their main nutrient in one bottle, are not true organics, because they had to do something to it for it to be in one bottle.

Speaker will go onto list the other benefits which include:

### Bigger fruits and flowers

- Greater Yield
- Higher quality
- Better fragrance
- Despite the high price, the dilution rate is lower than other nutrient lines, so BCUZZ last longer, thus making the product 20% cheaper than other full nutrient lines.

## Assessment:

**Question 1**

BCUZZ is a designer organic nutrient line that delivers superior results compared to other nutrient lines out that are out on the market

- a.) True ← Correct
- b.) False

**Feedback for correct answer:** Correct! BCUZZ delivers superior results compared to other nutrient lines out that are out on the market

**Feedback for Incorrect response:** Incorrect, BCUZZ delivers superior results compared to other nutrient lines out that are out on the market

**Question 2**

What makes BCUZZ unique is that it uses a 2-part NPK nutrient that separates its ammonium nitrate and its nitrate nitrogen, making it a true organic.

- a.) True ← Correct
- b.) False

**Feedback for correct answer:** Correct! Most other “organic” nutrient lines only contain one bottle, which means they had to do something to it, disqualifying it from being a true organic

**Feedback for Incorrect response:** Incorrect, other “organic” nutrient lines only contain one bottle, which means they had to do something to it, disqualifying it from being a true organic

**Question 3**

BCUZZ delivers bigger, stronger fragrance fruits and flowers?

- a.) True ← Correct
- b.) False

**Feedback for correct answer:** Correct! Using BCUZZ produces healthier and stronger fruits and flowers.

**Feedback for Incorrect response:** Incorrect. Using BCUZZ produces healthier and stronger fruits and flowers.

**Question 4**

BCUZZ delivers grade A connoisseur quality products?

- a.) True ← Correct
- b.) False

**Feedback for correct answer:** Correct! BCUZZ delivers grade A connoisseur quality products.

**Feedback for Incorrect response:** Incorrect. BCUZZ delivers grade A connoisseur quality products.

**Assessment:****Question 5**

B2C customers that have big reservoirs can get away with purchasing the full BCUZZ product line in quart size to try it out

- a.) True ← Correct
- b.) False

**Feedback for correct answer:** Correct! BCUZZ has such a low dilution ratio, that growers looking to test the product out, can get through one complete grow cycle just purchasing the full line in quarts

**Feedback for Incorrect response:** Incorrect. BCUZZ has such a low dilution ratio, that growers looking to test the product out, can get through one complete grow cycle just purchasing the full line in quarts

**Question 6**

Growers can expect better fragrance, but they shouldn't expect great yield

- a.) True
- b.) False ← Correct

**Feedback for correct answer:** Correct! Growers that use BCUZZ can expect both greater fragrance and greater yield!

**Feedback for Incorrect response:** Incorrect. Growers that use BCUZZ can expect both greater fragrance and greater yield!

**Question 7**

Most B2C customers that have switched over to BCUZZ after using other nutrient lines report not noticing any difference in quality, yield and fragrance and are not happy with their purchase.

- a.) True
- b.) False ← Correct

**Feedback for correct answer:** Correct! 95% of B2C customers that have made the switch have reported greater quality, fragrance, yield, and become loyal to the BCUZZ product line

**Feedback for Incorrect response:** Incorrect. 95% of B2C customers that have made the switch have reported greater quality, fragrance, yield, and become loyal to the BCUZZ product line

**Question 8**

BCUZZ is expensive, has the same dilution ratio, and last about as long as other nutrients

- a.) True
- b.) False ← Correct

**Feedback for correct answer:** Correct! Despite the high price, the dilution rate is lower than other nutrient lines, so BCUZZ last longer, thus making the product 20% cheaper than other full nutrient lines.

**Feedback for Incorrect response:** Incorrect. Despite the high price, the dilution rate is lower than other nutrient lines, so BCUZZ last longer, thus making the product 20% cheaper than other full nutrient lines.

**Learning Objectives:**

- 2.3.1** Given product price sheets and descriptions, the learner will provide the customer with appropriate product prices and product sizes every time prompted.
- 2.3.2** Given product price sheets and descriptions; the learner will be able to calculate what it would cost a B2B customer to introduce the full nutrient line into their retail location with 100% accuracy.
- LO 2.3.3** Given product price sheets and descriptions, the learner will be able to calculate what it would cost a B2C customer to try the full nutrient line in both quarts and 5-liter sizes with 100% accuracy

**Visuals:**

Learners will be provided a PDF of BCUZZ price sheet for both quarts and 5-liter sizes

**Content:**

The speaker will discuss BCUZZ product pricing and teach learners how to analyze the product price sheets. The speaker will show the product price sheet onscreen and go over the difference between whole case costs, and MSRP of each individual product.

The speaker will also talk about the BCUZZ product lines profit margin B2B customers can expect to make, and the product cycle.

**Interactions:**

Learners will be provided with a matching game to match the product to its cost depending on size and quantity – this will ensure the learners are able to accurately read the product price sheets

Learners will click “next” to continue to next slide

**Additional Notes:**

Learners will be provided a PDF of BCUZZ price sheet for both quarts and 5-liter sizes, this will also be available in the resource section for download.

**Learning Objectives:**

- 2.3.1** Given product price sheets and descriptions, the learner will provide the customer with appropriate product prices and product sizes every time prompted.
- 2.3.2** Given product price sheets and descriptions; the learner will be able to calculate what it would cost a B2B customer to introduce the full nutrient line into their retail location with 100% accuracy.
- LO 2.3.3** Given product price sheets and descriptions, the learner will be able to calculate what it would cost a B2C customer to try the full nutrient line in both quarts and 5-liter sizes with 100% accuracy

**Visuals:**

Learners will have and use the product price sheets.

They will be shown the proper calculations via examples using animations

**Content:**

The speaker will go over how to calculate the cost B2B customers can expect when introducing the product into their store for the first time (i.e., purchasing cases of Qts., and 5-Liter sizes of all 7 products).

**Interactions:**

The learner will practice calculating 4 cost estimates on their own with varying sizes amounts and customers orders. Onscreen feedback will be provided

Learner will click “next” to continue to next slide

**Additional Notes:**

Learners will have and use the product price sheets.

**Learning Objectives:**

- 2.3.1** Given product price sheets and descriptions, the learner will provide the customer with appropriate product prices and product sizes every time prompted.
- 2.3.2** Given product price sheets and descriptions; the learner will be able to calculate what it would cost a B2B customer to introduce the full nutrient line into their retail location with 100% accuracy.
- LO 2.3.3** Given product price sheets and descriptions, the learner will be able to calculate what it would cost a B2C customer to try the full nutrient line in both quarts and 5-liter sizes with 100% accuracy

**Visuals:**

Visuals of all the products and all variations B2C customers could purchase them, and how to calculate what it would cost B2C customers to try the product in both quarts and 5-liter.

**Content:**

The speaker will go over how to calculate and price out B2C customers using individual product pricing for each BCUZZ product.

**Interactions:**

Learners will click "next" to continue to next slide, where they will then click "Begin Quiz" to start the Section 3 quiz.

**Additional Notes:**

## Assessment:

**Question 1**

How much would it cost a B2B customer to introduce the full BCUZZ product line in quarts and 5-liters to their store?

- a.) \$1,250.75
- b.) 3,100.15
- c.) \$1,744.95
- d.) **\$2,991.40 ← Correct**

**Feedback for correct answer:** Correct! \$2,991.40 is what it would cost B2B customers to introduce the full BCUZZ product line to their retail location

**Feedback for Incorrect response:** Incorrect, \$2,991.40 is what it would cost B2B customers to introduce the full BCUZZ product line to their retail location

**Question 2**

A B2B customer wants to purchase 3 cases of A & B quarts, 2 cases of A & B 5-liters, and 2 cases of all the stimulants, how much would this order cost?

- a.) **\$4,352.00 ← Correct**
- b.) \$5,432.00
- c.) \$2,758.01
- d.) \$ 4,253.00

**Feedback for correct answer:** Correct! This PO total would come to \$4,352.00

**Feedback for Incorrect response:** Incorrect, This PO total would come to \$4,352.00

**Question 3**

A B2B customer places and order for 2 cases each of part A & B in both quarts and 5-liter sizes –how much would this purchase order total come to?

- a.) \$2,100
- b.) \$1,153.00
- c.) **\$1,152.00 ← correct**
- d.) None of the above

**Feedback for correct answer:** Correct! This purchase order would total \$1,152.00

**Feedback for Incorrect response:** Incorrect, This purchase order would total \$1,152.00

**Question 4**

B2B customers can expect an ROI or profit margin of \_\_\_\_\_ on BCUZZ products

- a.) 75%
- b.) **100% ← Correct**
- c.) 50%
- d.) 30%

**Feedback for correct answer:** Correct! B2B customers make 100% profit margin on BCUZZ products

**Feedback for Incorrect response:** Incorrect, B2B customers make 100% profit margin on BCUZZ products

# eLEARNING STORYBOARD

Module: BCUZZ Product Training

Slide #: 29-32

Slide Title: Section 3: Assessment

## Assessment

### Question 5

If a B2C customer wanted to try the full BCUZZ product line in quarts, what price should you quote them?

- a.) 313.70
- b.) \$215.70
- c.) **\$213.70 ← Correct**
- d.) \$ 225.75

**Feedback for correct answer:** Correct! It would only cost them \$213.70 to purchase the full line in quarts

**Feedback for Incorrect response:** Incorrect, It would only cost them \$213.70 to purchase the full line in quarts

### Question 6

If a B2C customer wanted to purchase the full line of BCUZZ in 5-liter sizes how much would it cost them?

- a.) \$1,320.51
- b.) \$1,500.25
- c.) \$2,100.10
- d.) **\$877.65 ← Correct**

**Feedback for correct answer:** Correct! B2C customers that want to purchase the full BCUZZ product line in 5-liters would cost them \$877.85

**Feedback for Incorrect response:** Incorrect, B2C customers that want to purchase the full BCUZZ product line in 5-liters would cost them \$877.85

### Question 7

If a B2C customer wanted to purchase part A & B in 5-liter, and quart size stimulants it would cost them \$277.80

- a.) True ← Correct
- b.) False

**Feedback for correct answer:** Correct! If a B2C customer wanted to purchase part A & B in 5-liter, and quart size stimulants it would cost them \$277.80

**Feedback for Incorrect response:** Incorrect, If a B2C customer wanted to purchase part A & B in 5-liter, and quart size stimulants it would cost them \$277.80

### Question 8

If a B2C customer calls to purchase part A & B in 5-liters, a bloom stimulant, Pk/1314 and blossom builder in 5-liter size what price should you quote them?

- a.) \$654.65
- b.) **\$571.75 ← Correct**
- c.) \$877.65
- d.) \$575.95

**Feedback for correct answer:** Correct! The proper price quote for Part A & B, Bloom stimulant, PK 13/14 and Blossom builder all in 5-liter sizes is \$571.74

**Feedback for Incorrect response:** Incorrect, The proper price quote for Part A & B, Bloom stimulant, PK 13/14 and Blossom builder all in 5-liter sizes is \$571.74

## Learning Objectives:

**2.4** Using knowledge on key product information, statistics, and uses, the learner will be able to synthesize the BCUZZ product and identify customers who would benefit from the product

## Visuals:

Cartoon B2B customer images, along with a written description of each customer profile.

## Interactions:

Learners will be presented with three customer profiles and asked to select whether they fit the BCUZZ target consumer. After they select yes or no, feedback will pop up from the bottom of the screen.

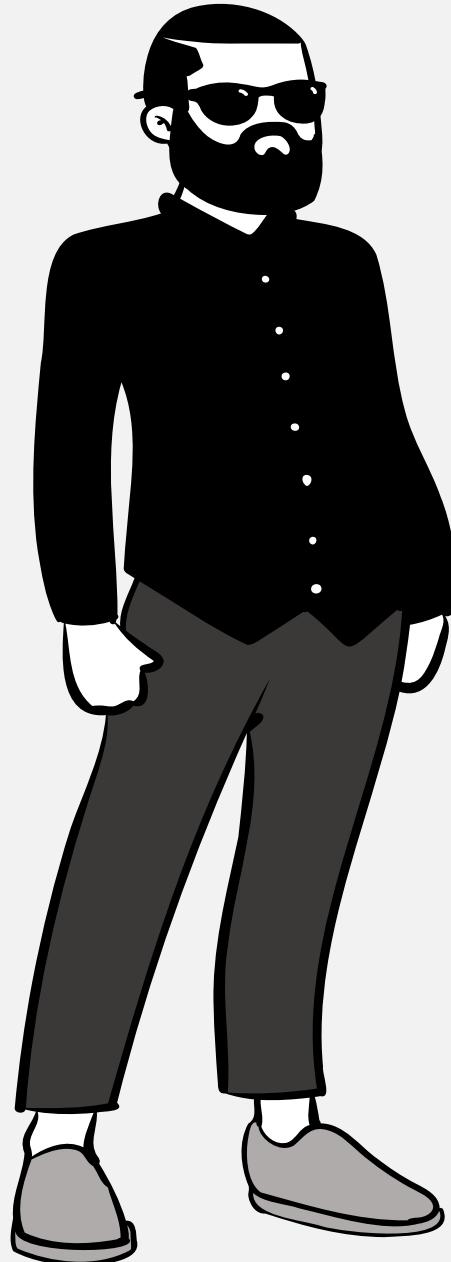
## Additional Notes:

## Content:

The speaker talks about the B2C customers that might want to purchase BCUZZ and profiles the target consumer which is:

- 1- Experienced grower looking for something new
- 2- Inexperienced grower, that is not already loyal to another nutrient brand, shopping to purchase nutrients for the first time

The speaker goes onto explain the customers that do not fit the BCUZZ target consumer profile and why they should not be sold BCUZZ. They explain - Those that do not fit the BCUZZ target consumer profile will be experienced growers that are already loyal to another nutrient brand. Those customers are already happy with the brand they are using, and will likely not purchase BCUZZ, even if it is a better product.



John is an experienced hydroponic grower that has been using Botanicares' Pure Blend Pro's (PBP) full nutrient line for over 10 years. He purchases PBP regularly in 2.5-gallon jugs, and never asks any questions, he just comes in buys the product and leaves.

**Question: Does John fit the BCUZZ customer profile?**  
*Please select your response below*

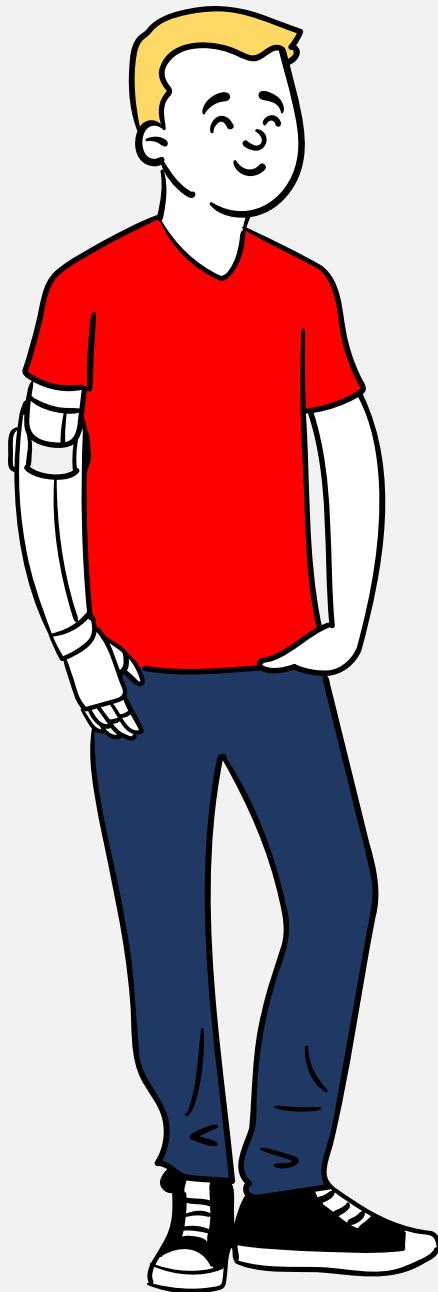
Yes

No

*(Feedback pops up from the bottom after the learner has made their selection)*

**Feedback for correct response:** Correct! John has been using the same nutrient line for 10 years. He isn't looking to change his feeding regimen because he is happy with PBP, he does not fit the BCUZZ customer profile, and should not be sold BCUZZ.

**Feedback for incorrect response:** That is incorrect, John has been using the same nutrient line for 10 years. He isn't looking to change his feeding regimen because he is happy with PBP, he does not fit the BCUZZ customer profile, and should not be sold BCUZZ.



Jason is brand new to indoor gardening with hydroponics. He just got his new grow room all set up and is now shopping for an organic nutrient line. He is not sure which nutrient line to purchase, all he knows is he wants something that is organic, but is open to suggestion.

**Question: Does Jason fit the BCUZZ customer profile?**  
*Please select your response below*

Yes

No

*(Feedback pops up from the bottom after the learner has made their selection)*

**Feedback for correct response:** Correct! Jason fits the BCUZZ customer profile because he is a new indoor gardener looking for an organic nutrient and is not loyal to another nutrient brand.

**Feedback for incorrect response:** Incorrect, Jason fits the BCUZZ customer profile because he is a new indoor gardener looking for an organic nutrient and is not loyal to another nutrient brand.



Sam is an experienced indoor grower of five years. He is currently using Botanicare's Pure Blend Pro (PBP) full nutrient line, but lately he isn't happy with the results, he's looking to try something new and has asked for suggestions.

**Question: Does Sam fit the BCUZZ customer profile?**  
*Please select your response below*

Yes

No

*(Feedback pops up from the bottom after the learner has made their selection)*

**Feedback for correct response:** Correct! Sam fits the target BCUZZ consumer profile as although he is already using a full nutrient line, he is currently unhappy and looking for something new. Therefore, Sam should be sold BCUZZ.

**Feedback for incorrect response:** Incorrect, Sam fits the target BCUZZ consumer profile as although he is already using a full nutrient line, he is currently unhappy and looking for something new. Therefore, Sam should be sold BCUZZ.

## **4.1 Summative Evaluation Form**

The following is the form that the managers will fill out during/following observation of employees who have completed the entire BCUZZ module.

# Direct assessment of sales after three months (form prototype)

Manager Name: \_\_\_\_\_

Sales Representative(s) Monitored: \_\_\_\_\_

Date: \_\_\_\_\_

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1.) Did BWGS Central sales representatives have a positive reaction to BCUZZ training?	1	2	3	4	5
2.) Did the sales representatives learn to describe BCUZZ?	1	2	3	4	5
3.) Can sales representatives' profile target BCUZZ customers?	1	2	3	4	5
4.) Can the sales representatives describe the benefits of using BCUZZ to B2B customers?	1	2	3	4	5
5.) Has their behavior changed?	1	2	3	4	5
6.) Are the sales representatives applying the knowledge in the performance context?	1	2	3	4	5
7.) Can BWGS Central Sales representatives sell BCUZZ, now?	1	2	3	4	5
8.) Have individual sales representatives' sales figures of BCUZZ improved since the training?	1	2	3	4	5
9.) Is each individual sales representative selling at least 2-3 cases of BCUZZ to B2B customers per day?	1	2	3	4	5
10.) Have aggregate sales of BCUZZ increased at the BWGS Central distribution center by at least 60%?	1	2	3	4	5
11.) Is BWGS Central meeting its aggregate sales goals of BCUZZ?	1	2	3	4	5

# eLearning Visual Samples

The following pages contain visual examples of the eLearning module to provide an example of the end-user experience.

Welcome to

# BCUZZ Product Training

Click to  
Begin Course



B'CUZZ<sup>®</sup>  
PRODUCTS

# (Question)

 Correct Answer

 Answer

 Answer

 Answer

 Submit Answer



# Correct!



(Feedback Here)

Continue

Answer

Submit Answer

## Which BCUZZ Products are used during Final Bloom Stage?

Part A

Part B

Rooting Stimulant

Growth Stimulant

Bloom Stimulant

PK 13/14

Blossom Builder

Drag all the products used during the grow stage and drop them in the box

Answer Box

Submit Answer

Which BCUZZ Products are used during the Growth Stage?

Part A

Part B

Rooting Stimulant

Growth Stimulant

Bloom Stimulant

PK 13/14

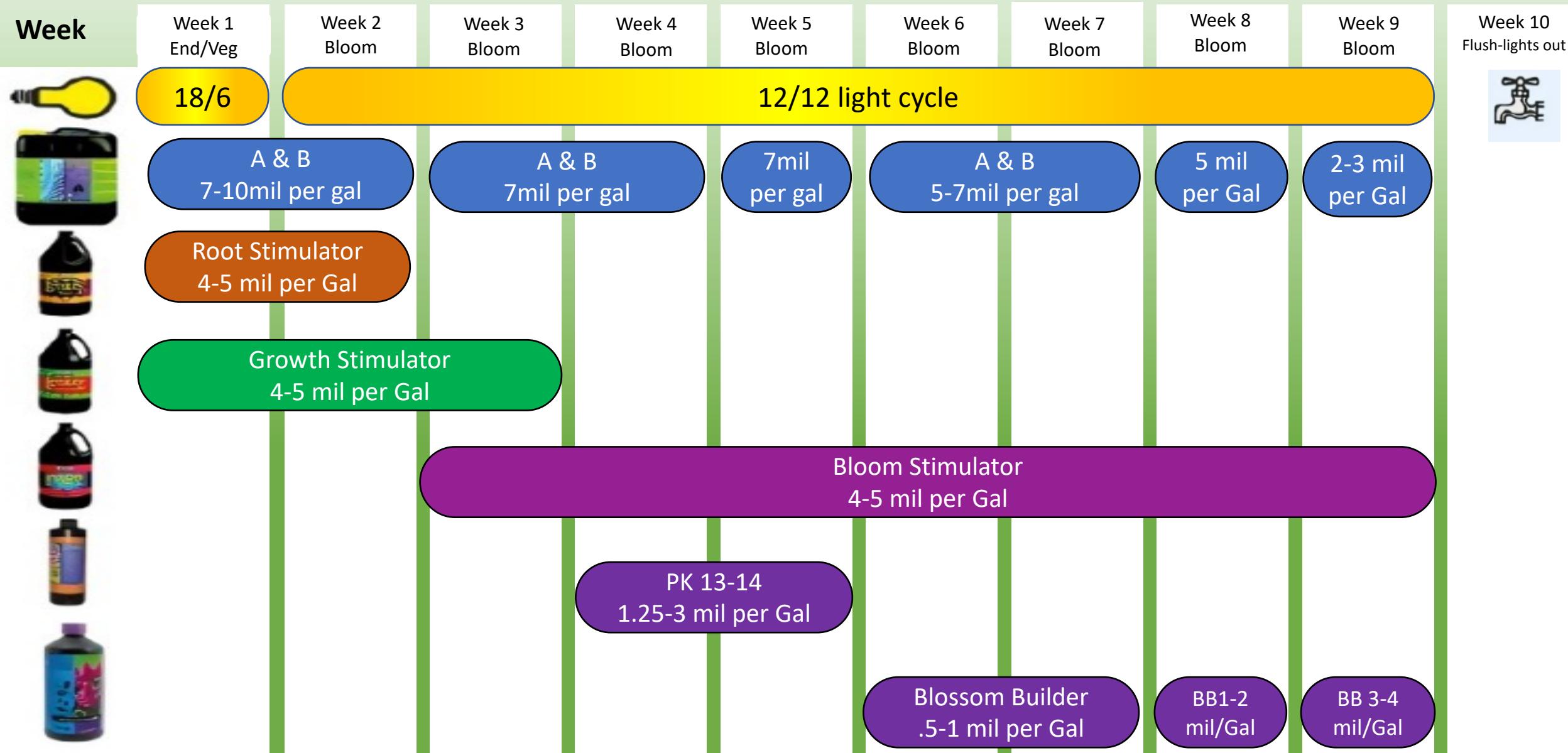
Blossom Builder

Drag all the products used during the grow stage and drop them in the box

Answer Box

Submit Answer

# B'CUZZ HYDRO/SOIL A & B GROW GUIDE



# BCUZZ Product Wholesale/MSRP Pricing (PDF)

**(Section 3 Pricing Chart)**

Size/Cost/MSRP	Hydro/Soil A	Hydro/Soil B	Root Stimulant	Grow Stimulant	Bloom Stimulant	PK 13/14	Blossom Builder
Quart –Cost (12) per case	\$8.00 ea.	\$8.00 ea.	\$15 ea.	\$15 ea.	\$15 ea.	\$10.00 ea.	\$32.95 ea.
MSRP	\$16.95 ea.	\$16.95 ea.	\$29.95 ea.	\$29.95 ea.	\$29.95 ea.	\$20.00 ea.	\$69.95 ea.
5-liter Cost (4 ) per case	\$24.00 ea.	\$24.00 ea.	\$76.00 ea.	\$76.00 ea.	\$76.00 ea.	\$35.00 ea.	\$125.00 ea.
MSRP	\$48.95 ea.	\$48.95 ea.	\$152.95	\$152.95	\$152.95	\$69.95 ea.	\$250.95 ea.

## Wholesale BCUZZ Product Price Matching Game

BCUZZ Part A Qt. Case

\$96.00

BCUZZ Bloom Stimulant  
5-liter case

\$140.00

BCUZZ Part B 5-liter case

\$304.00

PK 13/14 5-liter case

\$96.00

Blossom Builder Qt. Case

\$395.40



DRAG EACH BCUZZ  
PRODUCT TO ITS CORRECT  
PRICE

## MSRP BCUZZ Product Price Matching Game

Qt of BCUZZ Part A

5-liter Blossom Builder

Quart of Root Stimulant

5-liter PK 13/14

5-liter Part B



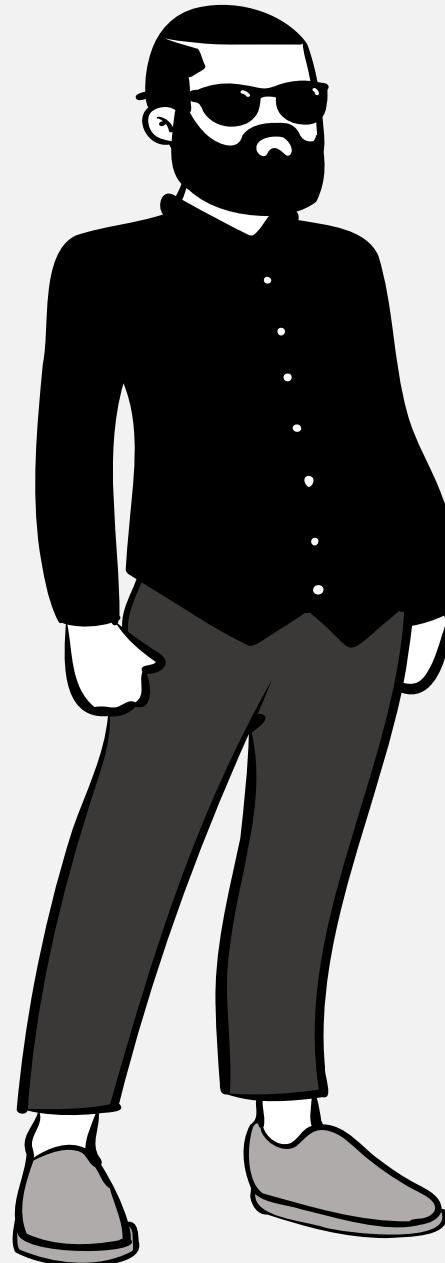
\$16.95

\$29.95

\$69.95

\$250.95

\$48.95



John is an experienced hydroponic grower that has been using Botanicares' Pure Blend Pro's (PBP) full nutrient line for over 10 years. He purchases PBP regularly in 2.5-gallon jugs, and never asks any questions, he just comes in buys the product and leaves.

**Question: Does John fit the BCUZZ customer profile?**  
*Please select your response below*

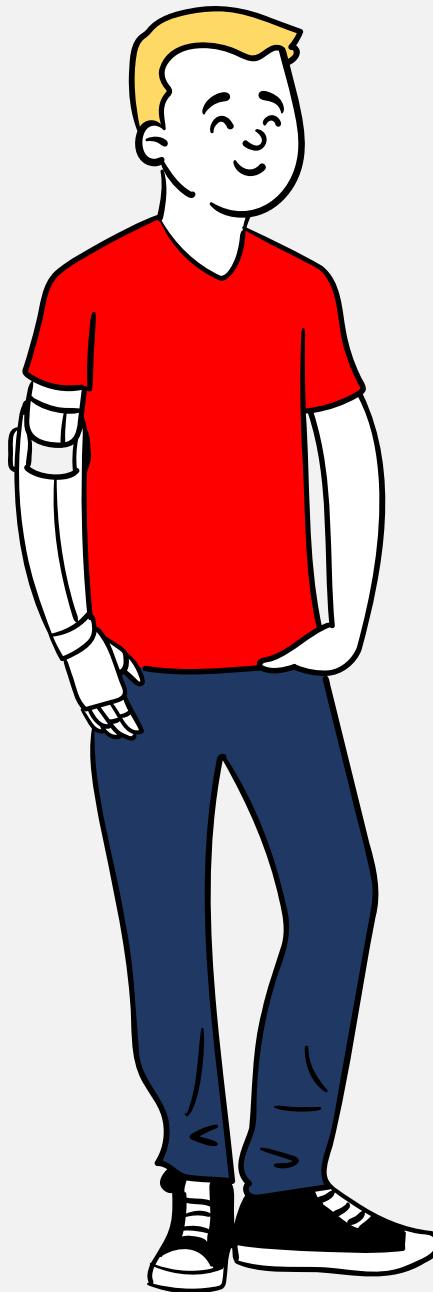
Yes

No

*(Feedback pops up from the bottom after the learner has made their selection)*

**Feedback for correct response:** Correct! John has been using the same nutrient line for 10 years. He isn't looking to change his feeding regimen because he is happy with PBP, he does not fit the BCUZZ customer profile, and should not be sold BCUZZ.

**Feedback for incorrect response:** That is incorrect, John has been using the same nutrient line for 10 years. He isn't looking to change his feeding regimen because he is happy with PBP, he does not fit the BCUZZ customer profile, and should not be sold BCUZZ.



Jason is brand new to indoor gardening with hydroponics. He just got his new grow room all set up and is now shopping for an organic nutrient line. He is not sure which nutrient line to purchase, all he knows is he wants something that is organic, but is open to suggestion.

**Question: Does Jason fit the BCUZZ customer profile?**  
*Please select your response below*

Yes

No

*(Feedback pops up from the bottom after the learner has made their selection)*

**Feedback for correct response:** Correct! Jason fits the BCUZZ customer profile because he is a new indoor gardener looking for an organic nutrient and is not loyal to another nutrient brand.

**Feedback for incorrect response:** Incorrect, Jason fits the BCUZZ customer profile because he is a new indoor gardener looking for an organic nutrient and is not loyal to another nutrient brand.



Sam is an experienced indoor grower of five years. He is currently using Botanicares' Pure Blend Pro (PBP) full nutrient line, but lately he isn't happy with the results, he's looking to try something new and has asked for suggestions.

**Question: Does Sam fit the BCUZZ customer profile?**  
*Please select your response below*

Yes

No

*(Feedback pops up from the bottom after the learner has made their selection)*

**Feedback for correct response:** Correct! Sam fits the target BCUZZ consumer profile as although he already using a full nutrient line, he is currently unhappy and looking for something new. Therefore, Sam should be sold BCUZZ

**Feedback for incorrect response:** Incorrect, Sam fits the target BCUZZ consumer profile as although he already using a full nutrient line, he is currently unhappy and looking for something new. Therefore, Sam should be sold BCUZZ