

# Gap in Sales Performance

**Authors:** Ashley Phillips, Kristin DeLeon

## I. Background and Statement of the Problem

BWGS is a distributor and manufacturer of hydroponic equipment that just came out with two new proprietary organic nutrients and supplements: (1) Hygrozyme, and (2) BCUZZ. BWGS has three separate distribution centers BWGS East, West, and its newest edition BWGS Central. Each distribution center has hired one sales representative to work within the distribution center and sell wholesale hydroponic nutrients and supplies to hydroponic retail stores within each rep's defined territory (one rep per state).

Last year, BWGSs annual revenue was \$7,183,000. The corporation has high hopes for its two new products and issued a press release stating that they expect these two new products to add an additional \$5,102,640 to its annual revenue. To achieve this amazing goal analysts have calculated that each distribution center will need to bring in  $(5,102,640 / 3)$  \$1,700,880 in annual sales between the two products. Meaning target sales are roughly 1,680 cases of each product per month, or 60 cases of each product per month, which breaks down to 2-3 cases of each product per day.

It is six months into the new year, and so far, the sales reps in the East and West distribution centers have met their six-month target of  $(1,700,880 / 2)$  \$850,440 in aggregate. However, the reps at the Central location are 70% below their six-month target. Instead of bringing in \$850,440, they have only brought in  $(850,440 \times .70)$  \$225,132.00 in aggregate. BWGS knows the two new products are great because they are both flying off the shelves in the East and West locations. They are not sure what the problem is, but they need to close this gap in sale performance at their Central distribution center before the fourth quarter, or their shareholders will not be happy.

## II. Needs Analysis

### a. Overview

BWGS is facing a problem/deficiency that we believe training can solve. The problem consists of a gap in sales performance. A normative need exists because the 28 individual sales representatives that make up the entire sales force at the BWGS Central distribution center have a deficiency in their six-month sales target. They are 70% below their 6-month sales goals and metrics for the two new products (Hygrozyme and BCUZZ).

## b. Data Methods and Analysis

Data Source	Analysis Informed	Sample/Data Size   Sampling Method
Interview with SME: Management	Learner, Contextual	One-hour interview with 2 members of management who work directly with sales employees
Prior Knowledge Questionnaire/Survey	Learner, Gap	20 employees from the Central location, 22 employees from the West location, and 17 employees from the East location. Employees were randomly selected.
Employee Observation	Contextual, Learner	West, East, and Central locations were observed using Observational Checklist (East and West observations were conducted by management at those locations.)
Location Observation	Task	Tour of facility
SME Interview	Task	One-hour interview with SME who specializes in job function and sales task
Product Review	Task	Reviewed literature on product details and sales tactics provided by the company.

## c. Gap Analysis

Current State	Desired State	Root Cause	Evidence of Root Cause	Strategies to Address
Central Sales Reps are not seeking unique product selling features from industry experts on BCUZZ and Hygrozyme	Sales reps call and gather new product information aka sales pitch and pass it down to their retailers who pass them to B2C customers and move the product.	New product process was not included in orientation	No new product sales process was in orientation, and the survey, interview, and observation results of the Central reps clearly show it.	Every time there is a new product the sales reps should call to speak to a product expert and obtain key selling features of the new product

Central Reps are 70% below their 6-month sales target for the two products  \$225,132 - ACTUALS	\$850,440- OPTIMALS			Training should show reps how to collect new product data and deliver it to customers to effectively sell the product(s).
Not calling retailers and telling them about the product or sending them proper samples and marketing materials.	Sales reps call their B2B customer accounts and talk to them about the new product. They send them marketing materials/samples	Same as above	Same as above	Sales reps make it a point to either call every one of their B2B accounts, inform them of the new product, or send them new product information
The Central sales reps are not stirring product excitement and selling the product like the other sales representatives are in the East and West locations.	The Central sales reps stir buzz and product excitement around the new products, and get them moving out the bay door of the distribution center	Same as above	Same as above	The products BWGS carries are of excellent quality. The reps need to know the products are good, see the results, and spread the word, get their customers excited to buy it.

### i. Implications of Gap Analysis for Training Design

After evaluating the implications of the gap analysis for employee training to close the gap in sales performance. We found that the Central distribution sales representatives will need new product training for both BCUZZ and HYGROZYME as well as training in new product processes to ensure they know how to obtain new product information and help their B2B customers sell these products. Additionally, training in “new product” processes, which was not covered in the sales representative's orientation will need to be provided to ensure they are able to sell new products in the future.

The sales representatives are currently only able to deliver to customers the information from the product brochures. They are unaware of both product(s) unique selling features that make them desirable purchases for customers. In addition, they have failed to provide their customers with marketing materials, and product samples for their customers' retail locations. This lack of skills and knowledge has provided us with a clear view of the difference between optimals and actuals and the training needed.

## d. Learner Analysis

We conducted our learner analysis by interviewing management, and surveyed the employees to gather information on their demographics, characteristics, prior knowledge, current behavior, and current attitude and feelings toward training. The chart below displays the information we collected. (**The full pre-eLearning survey can be viewed in section VII in the appendices.**)

Category	Data Sources	Learner Characteristics
Entry behaviors	Management interview	All employees have the sales experience necessary for instruction on the new products
Prior Knowledge of the Topic	Prior knowledge questionnaire  Management Interview	At Central Location all employees have previous sales experience, however, all have two or fewer years of experience with the company.
Attitudes toward content	Employee Survey  Management Interview	A really good attitude about learning
Attitudes toward delivery system [technology, training format]	Management Interview	Really good, their orientation was delivered on the same LMS platform; adapts quickly to technology
Motivation for Instruction	Interview with Management  Employee Survey	Learners are motivated to meet their monthly sales goals. Because of this, most are motivated to learn knowledge and skills that would allow them to meet these goals more easily.
Demographics [specifics vary by the project- age, gender,	Employee Survey	<ul style="list-style-type: none"> <li>• Male ages 25-36</li> <li>• Native English speakers</li> </ul>

years of experience in the job, etc.]		<ul style="list-style-type: none"> <li>• Central Location – All employees have previous sales experience; however, all have two or fewer years' of experience with the company</li> <li>• Of the 28 sales representatives all have a BS in business and/or marketing.</li> <li>• 15 are white, 10 are Hispanic and three are black, and they are all US citizens born and raised in the United States.</li> </ul>
---------------------------------------	--	---

### i. Implications of Learner Analysis for Training Design

After conducting the learner analysis, we find no language barriers, no digital barriers, no intelligence barriers – except maybe providing heuristics to catch the sales reps up to speed as the more they know about growing and the top-notch products the more they can help their B2B customers who will intern help their B2C customers and get the product moving.

*For instance:*

Nutrients are products that customers buy often. Nutrients (once a month or monthly), lamps (once or twice per year), and growing medium (every 4-6 months) are the products customers will buy most often. All the rest of the products get purchased once every five years or every time they set up a new grow room, so again, the more the customers know about the nutrients and their uses/results the better.

Other than that, the survey results revealed the Central sales representatives can take an eLearning course with ease and they are both motivated and eager to learn about new product(s) and the new product processes to sell more products.

## e. Contextual Analysis

BWGS Central is a manufacturing/distribution center located in St. Luis, MO. The physical building is 60,000 sq. ft. and three stories high with executives on the top floor, sales reps on the second floor, and shipping and receiving on the bottom floor. There are 28 total sales reps working on the second floor in their own personal office whom each manage 50-70 retail accounts within their defined state/territory. Each sales representative works alone in their own private office to sell BWGS products and manage accounts over the phone and using their computer/fax.

Example:

One rep manages 50-70 retail store accounts in St. Louis Missouri

One rep manages 50-70 retail store accounts in Colorado

One rep manages 50-70 retail store accounts in Illinois, Kansas, Kentucky, etc.

This keeps going until there is one rep per each of the 28 central states in the United States region. However, all sales representatives at BWGS live in St. Louis, Missouri, and work out of the second floor of BWGS Central Distribution center

After they prospect and gain customer (B2B) accounts by scanning their territory they will send each new store a sample product catalog and schedule a “sit-down” to get them to open an account with BWGS. During this meeting they will talk shop including pricing and quantity discounts negotiations once they learn they can “dance” together, the customer will open an account to which they will begin purchasing their retail store locations goods from BWGS. Most of the products are stationery across all products, but there are some distributors with proprietary products. BWGS’ only two proprietary products are: BCUZZ and HYGROZYME to which the reps can negotiate exclusives with some of their customers, but only after they get their customers to purchase them.

**i. Orienting Context**

Each employee has their own office in which they work alone and depending on the state that they are assigned they each oversee and manage 50-80 retail accounts. Each sales rep spends one month out of the year traveling to see their customers in their defined territory, attending tradeshows, exhibitions, and industry conferences. In between their travels, they spend the rest of the year managing their retail store owners' orders and contacting new retail stores that pop up to increase their customer base. The sales representatives answer to the sales and marketing manager who answers to the department or unit head.

BWGS has a monthly cash bonus incentive program in place for each sales representative that meets their sales quota, but they do not have any incentives for selling any more of the two new products. They might need to raise the sales quota to include the sales of the new products.

**ii. Instructional Context**

It is best for employees to complete training when they are not traveling the region so they can focus on customer relationships and sales while traveling. This training should be taken by all current employees but should also be implemented into new hire training as well.

Each employee has their own PC to use for work and learning, and learning will take place at the employee's desk. The company uses the Learning Management System Cornerstone to house all its training and track training data. This LMS supports SCORM 2004 and SCORM 1.2 files. Training can be assigned out by location, department, position, and direct reports. The LMS's reporting tool will allow trainers and/or managers to track completion and assessment scores. Data can be pulled by module or by user

### **iii. Performance Context**

The performance context will be within the normal operation of BWGS. Once the training is complete the sales reps can either take the training during their work schedule, or they can take the training all at one time on their personal computers on a Monday while sitting at their desks so we can track their sales of target products (BCUZZ and HYGROZYME) throughout the weeks that follow. \*Management is flexible and eager to have employees take the training ASAP.

### **iv. Implications of Contextual Analysis for Training Design**

Management is flexible and eager to have employees take the training ASAP, and employees are motivated and eager to learn about the new products and the new product sales processes so they can sell more BWGS products. The LMS is already up and running and everyone is really excited to initiate employee training.

## **III. Task Analysis**

We interviewed SME's and observed top performers at the BWGS East and West locations.

### **A. Facts/Concepts**

Learners will undergo product training for both Hygrozyme and BCUZZ as well as learn the new product selling process. Please see the content analysis classification descriptions below

### **B. Procedures**

1. Call an industry expert such as a chemist or manufacturer
2. Learn about the product and get a sales pitch ready
3. Send retailers marketing materials and product samples
4. Call retailers to teach them about the product and what it does, why it will be beneficial for their customers, what it is, the results, who should use the product, when the product should be used, how much and why the product is superior to that of other products already on the market.
5. Discuss price and product availability
6. Sell the product and achieve their individual and aggregate sales goals and metrics.

### **C. Attitudes**

To be successful in learning about, and selling the products to customers, learners should approach both with an optimistic attitude. Learners should acknowledge that these products are highly effective and have a lot of benefits for their customers. If the learner does not believe or support the benefits of the products, they will be less likely to retain information while learning and will have a more challenging time pitching the benefits of the products to customers.

## IV. Content Analysis

### Classification

#### Topic #1: New product sales process

**Domain:** Cognitive and Affective

**Outcome:** Cognitive

**Objectives:** (1) to learn the “new product” sales process

**Audience:** Central sales representatives

**Declarative Knowledge:** new product sales processes help sales representatives cut through the hype of the product advertisements and get to the heart of the product “the sales pitch.” What will the product do for the customers that will make them want to purchase it? Knowing this information will help the sales representative understand the product and its place within the industry and how to sell it to their customers. Unique new product selling features will likely never be found in the product brochures, sales reps will always have to go back to the original source to find each new product's key selling points.

**Situated Knowledge:** New product information seeking should be done any time a new product comes out that the sales rep is trying to sell and feels they do not have adequate information to create a decent sales pitch and make the sale to meet the sales expectations.

**Procedural Knowledge:** The new product process goes something like this:

**Step 1:** New product comes out

**Step 2:** Determine who manufactures the product, who created the product, or who knows about this product the most. (Who has and who can provide me with the information I need to sell the product? This can be chemists, manufacturers, or even top sales performers at the East and West locations).

**Step 3:** Call that person, get the information, and get the sales pitch from them. Learn the cool things that make this product unique. (i.e., side-by-side tests, greater yield, aggressive growth, less money spent, etc.)

**Step 4:** Store that information in your head, learn it remember it ((whatever you need to do)).

**Step 5:** Contact every customer that you have and provide them with this new product information and sales pitch that you have just gained. At the same time email, them the new product pricing and availability and send them out a new pricing list for them to stick into the vendor catalog binder for use in their next order.

**Step 6:** Send them product information including pamphlets and product samples to hand out to their customers.

**Step 7:** Get the product moving. Each time you are on the phone with a customer pull up their past, and current P.O. sees whether they're currently buying the products. If they are asking if they need more, if they're not, tell them how the other stores are doing that have purchased the products and persuade them to buy.

**Knowledge:** Sales representatives should have a general knowledge of what the new product is and whom to speak to gain further insight into what makes the new product distinct from other similar products on the market like it (i.e., better profit margin, better made, lightweight, more bang for the buck, better warranty, etc.).

**Skills:** They should have sales skills.

**Attitudes:** Proud, excited, cocky, and confident that the products will work for their customers if they are used as directed.

### **Nature of Content**

**Criticality:** This is extremely critical, if this is not done, it will cause a bottleneck in sales just as it has in this scenario.

**Universality/Frequency:** Only when new products come out.

**Standardization:** Standard procedure, and it needs to be done in that order almost immediately after a new product comes out to get the reps up to date on the new products, and get the retailers informed and aware of what the product is, what it does, how it's going to help their customers, to get them buying it quickly.

**Feasibility:** Very feasible

**Difficulty:** Somewhat difficult, but defiantly doable.

## **Topic #2: Hygrozyme product training**

**Audience:** Sales representatives looking to understand and sell Hygrozyme to their customers. They will need to understand the product enough to come up with a sales pitch.

**Declarative Knowledge:** Hygrozyme is an organic enzyme that attacks dead plant proteins, which is where most diseases and viruses start. Because this enzyme helps plants stay healthy it provides the chance to double plant yield of fruiting and flowering plants. 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.

**Situated Knowledge:** Hygrozyme can be used with any other nutrient line as a supplemental additive to promote strong aggressive growth. For those in hydro, it should be added to the reservoir with every cleaning or once every one to two weeks. In soil (growers should feed, water, water, feed so as to not allow the nutrients to build up to toxic levels) it should be added with every feeding or with every other feeding.

**Procedural Knowledge:** Hygrozyme should be added to the regular feeding schedule.

Step 1: Get water ready in a bucket or fill the reservoir

Step 2: Add in other nutrients

Step 3: Add Hygrozyme into the water at a dilution rate of 10mil per gallon of water

Step 4: Check PH and TDS levels, and adjust accordingly

Step 5: Depending on whether the customer is in soil or using a hydroponic system the customer will then either water their soil plants or turn on the pump in their reservoir.

- A feeding chart will be provided to both the reps and the B2B and B2C customers

**Knowledge:** Sales representatives should have previous sales experience, and they should have a general understanding of how liquid nutrients work. They will also need to fully understand what Hygrozyme is, how it works, who should use it, and when to use it, along with how much, and why their customers will like it. Hygrozyme is used at the rate of 10 mils. Per gallon of water and can be used in conjunction with all other nutrient lines. It is not a stand-alone nutrient, but more of a supplement and/or additive to be used with other nutrients.

**Skills:** Skilled in selling the product, and teaching others how to use it and why and/or the benefits of using the product.

**Attitudes:** They should be excited about it because it is a really great product that can do a lot for their customers. Confident when selling the products, confident in what the product is, how it's used and what the product can do for the customer's yields.

### **Nature of Content**

**Criticality:** Hygrozyme use is not critical, but the dilution rate is, it should only be used as recommended at no more than 10mil. Per gallon of water, they can use less if they want to though.

**Example:** If the grower has a 20-gallon reservoir the grower would add 200mil of Hygrozyme along with their other nutrients.

**Universality/Frequency:** they should aim to sell each customer at least one case of each size (QTs. & Gals) per month. Retailers- customers will only use it 2-4 times per month if they are

using a hydroponic system and depending on their feeding schedule and the needs of the plants, they will use it every time they feed, or every other time they feed their plants.

**Standardization:** Hygrozyme should become a standard part of all their customers' orders. They should sell it every month.

**Feasibility:** the product is good, so it is feasible all the retailers need to do is get their customers to purchase and try one bottle of it, which pretty much guarantees they will continue to buy more. The product is that good. The product can be used along with any other nutrient line of the end-user's choice. Therefore, retailers should target and attempt to sell Hygrozyme to all customers that come into their retail location.

**Difficulty:** the most difficult part is getting customers to try it, once they try it, it's almost guaranteed they'll be back for more.

### **Topic #3: B\*Cuzz Product Training**

**Objectives:** (3) B\*Cuzz product training

**Audience:** Central sales reps

**Declarative Knowledge:** Unlike other (most) liquid organic nutrients/fertilizers used in the hydroponic industry that is one part stand alone. BCUZZ is a 3–5-part nutrient series that will deliver consistent connoisseur quality results with every crop. The nutrient line consists of both parts A & B, which is the base, and comes in separate bottles making it a higher-quality organic product. Then depending on the stage of their plants/gardens' life cycle (e.g., rooting, growth, fruiting, and flowering/bloom) the growers will begin to add in the additional stimulants in conjunction with the A & B throughout different stages of the plant growth cycle.

**Situated Knowledge:** BCUZZ is suitable for people new to hydroponics, or more advanced customers looking to increase their product quality and change nutrient lines. Additional supplements and additives can be used with this product, but other total nutrients should not be used in conjunction with BCUZZ.

\*A complete feeding chart will be provided.

**Procedural Knowledge:** The rate and way the growers will use this complete organic nutrient line depend on their plants' stage of growth. For example:

**In the rooting stage, they will use:** Both parts A & B, and the Rooting stimulant

**In the vegetation stage, they will use:** Both A & B and the Growth Stimulant

**In fruiting and flowering, they will use:** Both A & B and both Bloom stimulant and PK/13/14 stimulant and blossom builder.

**Step 1:** After cleaning the reservoir, and draining the old water out, fill it back up with fresh clean water

**Step 2:** Follow the directions provided on the BCUZZ plant feeding chart and depending on the amount of water in the reservoir, begin to add in BCUZZ part A, then add in BCUZZ part B

**Step 3:** Depending on the stage and cycle the grower's plant cycle is in begin to add in the stimulants at their recommended dilution rates.

**Step 4:** Check and adjust water PH and TDS, turn on the pumps and let them go, until the next time to clean the reservoir.

\* Again, a complete feeding chart will be provided.

**Knowledge:** Both the grower and the sales representative should understand liquid organic nutrients and how to add them to the reservoir and when (e.g., once every one to two weeks after cleaning the reservoir).

**Skills:** The sales representative will need to convey that the grower will need to have a basic understanding of math, measure the liquid nutrients, and how to calculate the dilution rate of each bottle and add it into the reservoir.

**Attitudes:** The sales representatives should be confident that BCUZZ is a far superior product to any other product on the market today. They should be excited to sell the products and ready to hear the rave reviews.

### **Nature of Content**

**Criticality:** The nutrients are in separate bottles for a reason and should never be directly added to one another without water. Due to the products containing both ammonium nitrate and nitrate nitrogen it is entirely possible that a toxic chemical reaction could occur. The consequences of failing to teach B2C customers how to correctly add in the nutrients could result in a failed crop, angry customers, lawsuits, and the product not taking off throughout the central region of the US. Therefore, it is imperative and extremely critical that the grower starts with "X" amount of water, and then add in the specified amount of each bottle to the water before feeding it to the plants.

\*A visual aid will be provided with complete instructions.

**Universality/Frequency:** depending on the grower's unique situation the product will be used 2-8 times per month. So often.

**Standardization:** In hydroponic systems, this procedure should be done exactly as written on the label and the feeding chart. However, depending on the grower's location some water may

have a naturally higher TDS (total dissolved solids and/or parts per million PPM) so it is up to the grower whether they want to have a high TDS or not. It is entirely possible to use less than the recommended dilution rate, but the grower should NEVER use more than the recommended dilution rate, or they risk burning their crop and/or causing nutrient toxicity.

**Feasibility:** If the end-user/grower is familiar with liquid nutrients and has a general understanding of how to use the nutrient line, this product is feasible. However, getting older growers to switch to a new line of nutrients can be tricky. Retailers will likely only be able to sell this nutrient line to more experienced growers if they are looking to try something new. However, for new growers that are inexperienced and are not already loyal to any one single nutrient line the retailers will not have a problem getting them started on using BCUZZ. Therefore, the target customer for this nutrient line is novice gardeners or anyone looking for a higher-quality nutrient line.

**Difficulty:** Once the end-user/grower/retailer has a basic understanding of how the nutrient is to be used, it is not difficult at all, and the product should catch on.

## V. Training Design

### a. Broad Goals

Based on our needs analysis findings, we have identified three broad goals for training:

1. All sales representatives at the BWGS Central distribution center should be able to describe Hygrozyme and increase their individual sales of Hygrozyme to one case of Hygrozyme to 2-3 B2B customers per day or be able to sell a total of 120-180 cases of Hygrozyme per month.
2. All sales representatives at the BWGS Central distribution center will be able to sell BCUZZ 6-part organic nutrient line and increase their individual sales of BCUZZ to 3 cases per week sold to 2-3 B2B customers or 120-180 cases per month.

For the first two broad goals, the BWGS Central distribution center hopes to increase each of their 28 sales representative's individual/aggregate sales of both Hygrozyme and BCUZZ by 70% to meet their annual sales target.

The following chart shows the current and target weekly/monthly and annual sales figures for individual sales representatives. As the chart displays each sales representative is currently selling between 0-1 cases of each product to 3-4 B2B per month bringing in roughly \$1,518.65 in monthly individual sales, but in order to meet their annual goal, they need to be selling 3 cases of each product to 2-3 of their B2B customers each week or \$5,062.14 per month in individual sales or \$141,740 in aggregate to achieve their target annual BWGS Central sales goal of \$1,700,880 by the end of the 4<sup>th</sup> quarter. Management is hopeful that our employee training program will do just that.

	<b>Current Individual Sales Figures of both products -70%</b>	<b>Target Individual Sales Goals of both products +70%</b>	<b>Current Aggregate Sales (all 28 reps) -70%</b>	<b>Target Aggregate sales goal (all 28 reps) +70%</b>
<b>Weekly</b>	\$379.66	\$1,265.54	\$10,635.24	\$35,435.12
<b>Monthly</b>	\$1,518.65	\$5,062.14	\$42,522	141,740
<b>Annual Goal</b>				<b>\$1,700,880</b>

3. The third goal is to train sales representatives to be able to source new product information on their own and prevent loss of sales or bottlenecks in sales of new products from happening in the future. This training is essentially preventative maintenance, given to proactively solve future problems, and prevent bottlenecks in sales from happening in the future. The training will teach the sales representative the 5-step new product process to ensure the next time a new product comes out that the sales representative is unaware of. They can source the information on their own without having to undergo new product training every time a new product comes out. Essentially this training should empower them to take initiative to learn the product, develop a sales pitch (without having to be told), send marketing materials to B2B customers, generate excitement and sales leads, and basically keep sales up and get the product moving.

## b. Overview of Training Design

Based on the needs analysis findings, we have selected an instructivist approach, following a behaviorist/cognitivist assumption. We have discovered the three broad goals mentioned above, and we intend to turn each of those goals into terminal objectives that will have multiple enabling objectives. When considering the amount of content and the amount of time employees must dedicate to learning, each terminal objective will be turned into a full one-hour eLearning module.

The training will be provided as an eLearning module instead of live instruction for several reasons. Firstly, by presenting the modules in online courses, the courses will be able to be assigned to all future employees. The information presented in the course is standard information all employees must know, so we will want to ensure all new employees receive the same product training. Secondly, if the training proves successful in this central region, then this training can be used for future or existing regions/offices of the company. We will develop the eLearning course in Articulate and implement the course using Cornerstone LMS. The eLearning product will be delivered to the learners on their personal computers in their office, which they will be provided an opportunity to take the course.

### **c. Learning Objectives**

The learners will be able to retain the appropriate knowledge of BCUZZ and Hygrozyme necessary to sell the products. The learners will be able to:

- Categorize
- Formulate a sales pitch
- Demonstrate knowledge of each product's unique and key selling features
- Send marketing packages to B2B customers
- Identify target consumers for each product
- Calculate product dilution rate and feeding chart usage for customers
- Correctly price the products for both B2B and B2C customers; and
- Sell both BCUZZ and Hygrozyme products to B2B customers, and provide them with the necessary knowledge to help them sell each product to their B2C customers.

They will demonstrate mastery of these skills by transferring what they have learned to the performance context and increase their individual and aggregate sales of both products by 70% within the first month.

In the future when a new product comes out, the learners will demonstrate mastery of the 5-step new product process by transferring these new skills and applying them in the performance context.

### **d. Learning Experiences**

The learning experiences for all three eLearning modules will follow a similar structure: the modules will be broken into smaller sections, each followed by a formative assessment to measure the learner's understanding of that specific material. The information in each section will start with the most basic concepts and build up to more complex concepts. The goal of this structure is to ensure learners have the knowledge they need to build upon in the next section. At the end of each module, there is a summative assessment that aligns with the terminal objective of the module.

Information will be presented in both audio and visual formats, including a narrator/speaker, video, and basic animation. There will also be interactive elements, such as matching activities.

More details on the learning experiences can be found in the chart below, as well as the attached eLearning Storyboards, visual aids, and learning resources in the appendices and learning materials section.

<b>Module 1: Hygrozyme Product Training</b>  <b>Terminal Objective:</b> After completing this module, the learner will be able to discuss Hygrozyme and successfully sell 2-3 cases of Hygrozyme per day to their B2B customers when they place orders.			<b>Total time to complete module:</b> About 1 hour
<b>Learning Outcomes</b>	<b>Assessment</b>	<b>Learning Strategy</b>	<b>Time</b>
<b>1.1.1</b> <i>Cognitive/Verbal Information (Declarative)/Remember</i>  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.	<b>1.1.1 , 1.1.2</b> <i>Formative</i> A short knowledge check will be provided at the end of the video.  This knowledge check will consist of 6 multiple-choice questions and 4 matching-activity questions regarding terms and facts regarding key aspects of the Hygrozyme product and how it is categorized.  On screen feedback will be provided after each question  The assessment will also contain one short-answer question where learners will be asked to define what Hygrozyme is.	<b>1.1.1</b> The learners will watch a short video on Hygrozyme that explains what it is and a brief overview of the major key points of the product.  <ul style="list-style-type: none"> <li>• What is Hygrozyme?</li> <li>• What category Hygrozyme falls into (e.g., supplement, or stand-alone nutrient)</li> </ul> This video will consist of a video recording of a speaker and animated elements on the screen to drive home key points, definitions and terms.  <b>1.1.2</b> The learner will be provided a description of Hygrozyme's categorization and where it stands when compared to other plant nutrients and supplements.  <b>1.1.1, 1.1.2</b> Key terms and definitions will be displayed on screen while also being read aloud by the speaker.	<b>15 minutes</b>
<b>1.1.2</b> <i>Cognitive/metacognitive knowledge/Synthesis</i>  Following this instruction, the sales representative will be able to accurately categorize Hygrozyme every time prompted.			

<p><b>1.2.1</b> <i>Cognitive/Procedural-Rule application / Apply</i></p> <p>Given a calculator, a pen, and a pencil, the sales representative will be able to calculate the dilution rate of Hygrozyme given a 20, 40, 60, and 120 reservoirs with 100% accuracy.</p> <p><b>1.2.2</b> <i>Cognitive/Procedural-Rule application / Apply</i></p> <p>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</p>	<p><b>1.2.1</b></p> <p><i>Formative</i></p> <p>At the end of this section, the learner will have to calculate 4 dilution rates:</p> <ul style="list-style-type: none"> <li>• For the 20 and 40 reservoirs, the assessment will appear in a similar way as it did in the video, with the equation and process broken down to the basic elements.</li> <li>• For the 60 and 120 reservoirs, they will just be given the basic information and will need to go through the process on their own.</li> </ul> <p><b>1.2.1, 1.2.2</b></p> <p><i>Formative</i></p> <p>The first two questions (20 &amp; 40) will be multiple choice, while the last two (60 &amp; 120) will be a short answer format where they will need to type in the rate.</p> <p>On screen feedback will be provided after each question.</p>	<p><b>1.2.1, 1.2.2</b></p> <p>The learner will be shown a brief overview video on how to use Hygrozyme, including:</p> <ul style="list-style-type: none"> <li>• What is the dilution rate</li> <li>• How to calculate dilution rate</li> <li>• Hygrozyme feeding chart*</li> </ul> <p>This video will mainly consist of on-screen graphics and visual aids to visually demonstrate the dilution rate.</p> <p>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.</p> <p>*PDFs of the feeding chart and a dilution rate job aid will be provided in the “resources” section of the course for the learner to download.</p>	<p><b>15 minutes</b></p>
---	---	--	--------------------------

<p><b>1.3.1</b>  <i>Cognitive/Intellectual skills (concrete &amp; defined concepts)/Understand</i></p> <p>Following instruction, the learner will be able to accurately explain the benefits B2C customers can expect when they use Hygrozyme.</p> <p><b>1.3.2</b>  <i>Cognitive/conceptual knowledge/ Analyze</i></p> <p>Following instructions, the learner will be able to inform customers of useful product information and statistics to sell the product.</p>	<p><b>1.3.1</b></p> <p><i>Formative</i></p> <p>Learners will be provided with a brief 5 question multiple-choice quiz to ensure they understand the benefits of Hygrozyme.</p> <p><b>1.3.2</b></p> <p><i>Formative</i></p> <p>Following those questions, the learner will be provided with 5 multiple choice questions regarding key statistics they should remember when talking to customers. On screen feedback will be provided after each question.</p>	<p><b>1.3.1, 1.3.2</b></p> <p>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.</p> <p>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.</p> <p>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.</p>	<p><b>15 minutes</b></p>
--	--	--	--------------------------

<p><b>1.4</b></p> <p><i>Cognitive/metacognitive/Evaluation/Create</i></p> <p>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.</p>	<p><b>1.4</b></p> <p><i>Formative</i></p> <p>The learner will be provided five scenario-based questions and asked to evaluate each to determine which customers should be sold Hygrozyme. After selecting yes or no, there will be a follow up question consisting of why the product is or isn't a good fit of the customer (the list will be different depending on the customer profile and whether the learner selects "yes" or "no")</p> <p><i>Summative</i></p> <p>Direct assessment of sales after three months; Sales of Hygrozyme should increase by at least 60% in three months. Managers will be provided with a form to fill out in three months, where they will fill out observations regarding the use of the new product information as well as sales numbers.</p>	<p><b>1.4</b></p> <p>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 growing technique and feeding regimen, and how Hygrozyme can help customers based on these needs.</p> <p>The video will use a combination of speaker video and graphics (animated and non)</p> <p>Key points will be displayed on screen while also being read aloud by the speaker.</p> <p>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. 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.</p>	<p><b>15 minutes</b></p>
--	---	---	--------------------------

<b>Module 2: BCUZZ Product Training</b>  <b>Terminal Objective</b> – After completing this module the learners will be able to discuss and explain BCUZZ 6-part organic nutrient line and be able to successfully sell the product line to 2-3 customers per day to meet their individual sales goals.			<b>Total time to complete module:</b> About 1 hour
Learning Outcomes	Assessment	Learning Strategy	Time
<p><b>2.1.1</b> <i>Cognitive/Declarative Knowledge - Remember</i></p> <p>Given BCUZZ product information, the learner will be able to describe the BCUZZ product line when prompted.</p> <p><b>2.1.2</b> <i>Cognitive/Situated knowledge- Apply</i></p> <p>After this instruction, the learner will be able to indicate appropriate use of the full line of BCUZZ throughout one growing cycle with 100% accuracy</p>	<p><b>2.1.1, 2.1.2</b> <i>Formative</i></p> <p>Learners will complete a short quiz that goes over the BCUZZ product line. The quiz will contain:</p> <ul style="list-style-type: none"> <li>Multiple choice questions over the product description and key elements of BCUZZ (<b>2.1.1, 2.1.2</b>)</li> <li>A drag and drop portion where learners will be given a BCUZZ feeding chart, and will be asked to match the correct stimulant with the correct BCUZZ cycle the crop is in. (<b>2.1.2</b>)</li> </ul> <p>On screen feedback will be provided after each question</p>	<p><b>2.1.1</b></p> <p>The learners will watch a short intro video on BCUZZ that explains what it is and a brief overview of the major key points of the product line. This video will consist of a video recording of a speaker and animated elements on the screen to drive home key points, definitions and terms.</p> <p>The video will also contain BCUZZ product demonstrations.</p> <p><b>2.1.2</b></p> <p>The video will also contain animated visuals and a feeding chart to demonstrate which BCUZZ stimulant is appropriate to go with each growing cycle, and the proper amount to use during various stages of the growing cycle:</p> <ul style="list-style-type: none"> <li>A &amp; B for soil, hydro, and coco fiber</li> <li>Rooting stimulant (for the rooting phase)</li> <li>Growth stimulant (for the growth phase)</li> <li>Bloom stimulant (for the bloom phase)</li> <li>Final fruiting and flowering PK13/14 blossom builder</li> </ul>	<b>15 minutes</b>

<b>2.2</b> <i>Cognitive/comprehend - Understand</i>  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.	<b>2.2</b> <i>Formative</i>  A short knowledge check will be provided at the end of the video.  This knowledge check will consist of 8 true/false questions regarding BCUZZ's unique selling features.  On-screen feedback will be provided after each question.	<b>2.2</b>  Video with on screen speaker describes why BCUZZ is a superior product when compared to other stand-alone nutrients  <ul style="list-style-type: none"> <li>Quick matching activity: Several key elements of BCUZZ and several elements of lesser competitors are available. Learner must match each option with "BCUZZ" or "Other Nutrients"</li> </ul> This video will consist of a video recording of a speaker and animated elements on the screen to drive home key points, definitions and terms.  The video will include real customer testimonials for the BCUZZ product line, with emphasis on comparing it to other nutrient lines on the market.  The speaker wraps up the section by describing the benefits of using BCUZZ and the results B2C customers can expect from using the full nutrient line.	<b>10 Minutes</b>
---	---	--	-------------------

<b>2.3.1</b> <i>Cognitive – Analyze</i>  Given product price sheets and descriptions, the learner will provide the customer with appropriate product prices and product sizes every time prompted.	<b>2.3.1</b> <i>Formative</i> First, the learner will answer 4 multiple choice questions regarding product sizes.  <b>2.3.2, 2.3.3</b> <i>Formative</i> Next, the learner will have to calculate 4 cost estimates on their own, 2 B2B and 2 B2C The learner will be given the customer's product sizes/amount requests, and the answer will be a short answer format where they will need to type in the price.  On screen feedback will be provided after each question	<b>2.3.1</b> The learner will be shown a brief overview video on BCUZZ product sizes: Quarts, Gallon, Cases  This video will mainly consist of on-screen graphics and visual aids to visually demonstrate an amount of BCUZZ products that are appropriate for specific customer needs/situations. Example customer profiles are provided.  <b>2.3.2</b> The video now focuses on B2B customers and product sizes that they would normally purchase depending on their retail size. (Ex: full case in quarts and gallons of each of the six BCUZZ products)  <b>2.3.3</b> A brief overview of typical product sizes and for various B2C customers.  The video then compares the buying processes for both B2B and B2C.  <b>2.3.2, 2.3.3</b> The learners will walk through 4 examples of calculating the customer cost for B2B customers who want to introduce the full nutrient line at their retail location, and B2C customers where the calculations are shown on screen as the process is read aloud.  *PDFs of the product price sheets and descriptions will be provided in the “resources” section of the course for the learner to download.	<b>15 Minutes</b>
---	---	---	-------------------

<b>2.4</b>	<b>2.4</b>	<b>2.4</b>	<b>10-minutes</b>
<p><i>Cognitive / synthesize – Evaluate</i></p> <p>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.</p>	<p><i>Formative</i></p> <p>The content will be followed by a short quiz. The learner will be given 3 scenario-based stories involving different customers in varying situations. The learner will be asked to synthesize what they know about the BCUZZ product information and identify which customers would benefit from the BCUZZ line. After they click “yes” or “no”, there will be a follow-up question where the learner must select specific reasoning from a list for why the customer would benefit in their situation.</p> <p><i>Summative</i></p> <p>Direct assessment of sales after three months; Sales of BCUZZ should increase by at least 60% in three months. Managers will be provided with a form to fill out in three months, where they will fill out observations regarding the use of the new product information as well as sales numbers.</p>	<p>A short video recap with on-screen speaker will briefly go over information covered in the last 3 sections.</p> <p>The speaker will then go into more detail on who would benefit from using BCUZZ products. The learner is introduced to several customer profiles and how BCUZZ products could benefit those customers:</p> <ul style="list-style-type: none"> <li>• Experienced growers looking to switch to a higher quality 2-part organic nutrient line</li> <li>• Newbies, that are not currently using a full nutrient line and/or are not already loyal to another brand of nutrient-line</li> </ul> <p>The video will use a combination of speaker video and graphics (animated and still)</p> <p>Key points will be displayed on screen while also being read aloud by the speaker.</p> <p>There will be a practice activity in which the learner is presented with 4 customer profiles, 2 newbies and 2 experienced growers.</p> <p>The learner will be asked to select a few items from a list that would be effective selling points to these customers based on their situation. Once they select all the boxes they want, they hit submit.</p> <p>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.</p>	

<b>Module 3: New Product Process</b>  <b>Terminal Objective</b> – By the end of this module the learner will be able to summarize and apply the 5-step new product process, and use it to obtain new product information, transfer that information and marketing materials to B2B customers and successfully sell new products without the need to undergo new product training, when new products come out.			<b>Total time to complete module:</b> About 1 hour
<b>Learning Outcomes</b>	<b>Assessment</b>	<b>Learning Strategy</b>	<b>Time</b>
<b>3.1</b> <i>Cognitive Remember /gain Declarative knowledge</i>  When introducing a new product to a customer, the learner will be able to list and demonstrate the 5-step new product sales process every time.	<b>3.1</b> <i>Formative</i>  The learner will be provided with a quiz. Each step of the 5-Step Sales Processes will be on screen in its own box. Learners will be asked to drag and drop each step of the sales process in the correct order.  On-screen feedback will be provided after submitting their answer.	<b>3.1</b>  The learners will watch a short video introducing the “5-Step Sales Process”. This video will consist of a video recording of a speaker and animated elements on the screen to drive home key points, definitions and terms. The video will then go into an overview of each step: <ol style="list-style-type: none"> <li>1. Step 1: Call industry expert gain insider info</li> <li>2. Step 2: After learning the products' unique selling features, formulate sales pitch and identify target customer for that product</li> <li>3. Step 3: Put together a new product package for B2B customers that contains samples (if applicable), marketing materials, and pricing &amp; availability to put into customers' catalogue</li> <li>4. Step 4: Contact customers to generate excitement, tell them about the product, send follow- up emails, etc.</li> <li>5. Step 5: Sell the product, get it to catch on with the right customers and achieve individual and aggregate sales goals and metrics on that product.</li> </ol>	<b>15 minutes</b>

<b>3.2</b> <i>Knowledge/Remember/Situated knowledge</i>  When faced with selling a new product, the learner will be able to identify the correct industry expert to contact to obtain information needed to formulate a sales pitch to effectively sell the product with 100% accuracy.	<b>3.2</b> <i>Formative</i>  The practice activity is followed by a short quiz to assess what they have learned.  There are 8 questions, with a combination of a matching activity (in the same format as the practice earlier) and multiple-choice questions.  Each question is followed by on-screen feedback.	<b>3.2</b>  Learner will watch a video consisting of an on-screen speaker and graphics (animated and still images).  The speaker in the video will cover different industry experts, including how these experts could provide information helpful to selling the products: <ul style="list-style-type: none"><li>• Chemist for nutrients</li><li>• Manufacturers for hydro equipment<ul style="list-style-type: none"><li>○ lights,</li><li>○ ballasts</li><li>○ ventilation</li><li>○ filters</li></ul></li></ul> Next, the speaker and on-screen graphics will guide the learner through 3 scenarios. In each scenario, a new product is described to the learner. Then, the learner is introduced to three industry experts. The learner must select which expert they believe would be the most beneficial to contact (they can select more than one expert).  After submitting their answer in each scenario, there is a follow-up feedback video that will show the correct answer and explain why.	<b>15 minutes</b>
--	---	---	-------------------

<b>3.3.1</b> <i>Understand/Comprehend</i>  Given new product information obtained from an industry expert, the learner will be able to describe the product and its key benefits/uses each time they introduce the product to the customer.	<b>3.3.1, 3.3.2</b>  <i>Formative</i> The learner will take a 10-question quiz, consisting of customer-focused scenarios.  <b>3.3.1</b> <i>Formative</i> For 6 questions, the answers will be in the form of multiple choice. (Ex: Customer says __, how would you respond?)	<b>3.3.1, 3.3.2</b>  Learner will watch a video consisting of an on-screen speaker and graphics (animated and still images). The speaker will explain strategies to use information gained from industry experts (covered in previous section) to help sell the product to the right customer.  The speaker will also cover what to look for in a customer profile and how you can use it to determine beneficial products.	<b>15 minutes</b>
<b>3.3.2</b> <i>Cognitive/Evaluate</i>  Given a new product the learner will be able to correctly categorize the product and determine the target customer that might use the product and how they would benefit from using the product with 100% accuracy	<b>3.3.2</b>  <i>Formative</i> For 4 questions, they will be given 3 products (with short descriptions) and 3 customer profiles. They must match the appropriate product with the customer.  On-screen feedback is provided after each answer.	The learner will then participate in 2 on-screen walkthrough scenarios. In each scenario: <ol style="list-style-type: none"> <li>1. A new product and its uses are described.</li> <li>2. The learner is provided with two customer profiles. They select the customer that would benefit the most from the new product.</li> <li>3. A sales-pitch scenario begins, with learners reading what the customer says, and selecting the most appropriate response (the correct answer are the responses addressing the customer's need).</li> </ol> After each answer is submitted, feedback for why that was or wasn't the correct response is delivered on screen and over audio.	

<b>3.4</b> <i>Apply/Knowledge/Recall</i>  When given a new product, the learner will be able to prepare and send a new product marketing package to each of their B2B customers.	<b>3.4</b> <i>Formative</i>  <i>This section is followed by a quick 5-question multiple choice quiz to assess the recall of the information covered.</i>  On-screen feedback is given after each question.	<b>3.4</b>  Learner will watch a video consisting of an on-screen speaker footage of real marketing packages.  Speaker will go over what the typical marketing package includes:  <ul style="list-style-type: none"> <li>• Product samples (if applicable)</li> <li>• Marketing materials (brochures, posters, product swag)</li> <li>• Product pricing and availability for customers to place in their 3-ring BWGS catalogue</li> </ul> Next, the speaker will cover the two different ways of how the package is sent <ul style="list-style-type: none"> <li>• In the mail</li> <li>• Placed on the customer's next P.O. purchase order</li> </ul>	<b>5 Minutes</b>
---	---	--	------------------

<b>3.5</b> <i>Synthesize/Analyze</i>  Given new product information, the learner will be able to construct a new product sales pitch to deliver to B2B customers on the phone to help generate customers excitement.	<b>3.5</b> <i>Formative</i>  The learner is shown a short clip of a call that is not successful, followed by 4 multiple choice questions regarding the interaction. The questions will ask the learner to choose why the call was not successful.  Next, there will be 4 questions, formatted as "The Customer says __" and the learner should select the correct response.  Finally, there is one short answer question where the learner is given a customer profile and a product. The learner is asked to provide 3 key points they could tell the customer to generate excitement.	<b>3.5</b>  The learner will watch a video with a speaker, video footage of "skits" of customer interaction scenarios, and walkthrough scenarios with graphics. The speaker will do a brief intro, discussing what has statistically increased customers' excitement about a new product.  Two scenarios will play out with actors – one of a salesperson successfully generating excitement, and one where they are not successful in generating excitement. The speaker will recap afterwards why one of was successful and one wasn't using an on-screen graphic of a chart to compare.  Next, the speaker and on-screen graphics will guide the learner through 2 scenarios where the learner is in a sales call with a "customer". In each scenario, a new product is described to the learner and a customer profile. The learner must play out the scenario picking the appropriate things to say from a list on screen.  After submitting their answer in each scenario, there is follow-up feedback that will explain the correct answer and explain why.	<b>15 Minutes</b>
---	--	--	-------------------

<b>3.6</b> <i>Create</i>  Given a new product, the learner will be able to use the 5-step new product process to effectively sell the new product to their B2B customers and work to set and achieve their individual sales goals to meet BWGS metrics.	<b>3.6</b> <i>Summative</i>  New Product Simulation activity:  The learner will be given a new “product”, including a description of the product and its uses.  Next, the learner will be given 3 industry expert profiles. They must select the appropriate expert for the product. On-screen feedback is provided after they answer.  Then the learner will be provided with 3 B2B customer profiles. They will select one customer based off who is the best customer to sell the product to. On-screen feedback is provided after they answer.  Next, they will answer 4 multiple choice questions. The questions are set up like customer comments and questions, and the learner should select the most appropriate answer. Feedback for each question is provided after the answer is submitted.  The learner is then provided with a list of materials related to the product. They are asked to select the 3 items that should be sent to the customer in the marketing package for the product. Feedback is given after they submit their answer.	<b>3.6</b>  The learners will watch a video with on screen graphics and a speaker who will give a quick recap of the 5 Step process and the details discussed earlier.  The speaker will explain how to use steps 1-4 to achieve step 5: selling the product.	<b>15 minutes</b>
--	--	---	-------------------

(3.6 Summative Cont.)

Finally, the last question is a short-answer question. The learner is asked to write a short sales pitch for their new product with the goal of generating customer excitement. The software is looking for key words and phrases covered earlier in the module. The learner will receive general feedback on what makes a successful sales pitch. This answer will be reviewed by their manager.

*Summative*

*Sales representatives will have to be tracked through monthly sales figures for 3 months to see if sales rates increase after training.*

## **VI. Assessment Plan**

We chose an Instructivist approach following a Behaviorist/Cognitivist assumption, and we built level 2 – learning and formative assessment of level-2 learning right into the instruction itself. Each module's assessment plan follows a similar formula.

### **Formative Assessments**

After each section of the module, the learner is asked to complete a formative assessment to ensure they properly understand the material covered in that section. For these assessments, the learner will be provided with multiple-choice quizzes, interactive branching scenarios, true/false questions, and matching activities. One advantage the eLearning method allows is immediate feedback during assessments. After submitting each answer, the learner will receive a pop-up box containing feedback (which would defer depending on if they answered correctly or incorrectly). Regardless of what feedback option they receive, there will be a quick explanation for why the answer they selected was correct or incorrect.

### **Summative Assessments**

Summative assessments will follow immediately after the learners take the eLearning course(s). Each module culminates in a summative assessment to measure the learner's overall understanding of the entire module. For the Hygrozyme and BCUZZ modules, the learner will be observed by their manager to determine if they are using the information in a sales call. The manager will complete a form provided to them to fill out regarding the observation, along with a record of that employee's sales metrics. The manager will sit down and discuss the observation and sales results after the observation takes place.

### **a. Implementation Plan**

#### Technology needs

To take the course each employee will need:

- A computer with a mouse, keyboard, and internet access
- Use access to the company's LMS, Cornerstone
- A calculator or calculator app
- Pen and paper or a note application for notes

To create the course, the Instructional Designer will need:

- A computer with a mouse, keyboard, and internet access
- Admin access to the company's LMS, Cornerstone
- Articulate 360 authoring tool

### **b. Plan for Implementation**

Each learner will take the eLearning modules independently on their own company computer. The courses will be delivered via the company's LMS, Cornerstone, and will receive an automated email from the system when the training is assigned. The learners will be given two

weeks to complete all three modules, and the “due date” will be included in the automated email. The learners will also receive communication from management informing them of the training, the purpose of the training, and expectations for completion. Upon each module completion, the LMS will send the learner an email and attached certificate indicating they have completed the modules. After management has graded all open-answer questions, they will receive an email from their manager containing their final grade for the modules.

## VII. Evaluation Plan

### a. Formative Evaluation

For quality assurance of our new product employee training program, we have devised a formative evaluation plan to determine whether our instruction achieves the desired outcomes. After we have a functional prototype, we will test the product in four stages which will work to continuously refine and improve the product until it is perfect before we implement or go live. The stages and strategies we intend to use for formative evaluation include:

#### 1. Expert review

Our initial prototype will be sent for review by two of the top sales representatives from both BWGS East and West locations. This means we will have a total of four experts review the product to determine if the product:

- Meets the mission, goals, and needs of the organization
- To ensure all instructional materials are complete, accurate, and up to date
- Ensure the materials follow good design principles necessary for effective instruction, and adhere to Universal Design
- Check for feasibility
- Undergo user analysis to ensure the target learners, their prior knowledge, and motivations and determine if anything was placed in the eLearning design that may affect their interaction with the instruction

After we collect the feedback from all four expert sales/product representatives, we will compare their feedback, determine which feedback (if not all) to incorporate, and make revisions to improve the product.

#### 2. One-to-One

Following our expert review and revision, we intend to move to phase two of our formative evaluation. During phase two we plan to recruit 1-2 learners that closely resemble the characteristics of our target learners to test the revised prototype. We will provide the learners with the prototype and ask that they take/test each eLearning module in full. To record their full response to the training product we will have each of the learners test the training using Camtasia to record both their computer screen and their reaction to eLearning at the same time. We will also ask that while they test out the eLearning program, they “talk out loud” to voice all

concerns they may have while testing the instructional product and provide them with a pen and pencil to write additional notes, comments, and changes down as well.

### **3. Small Group**

Following the one-to-one formative test of our prototype, we will move to phase three where we gather 4 learners that closely resemble our target audience and have them test the refined prototype of our instructional product. The design team will watch the group as they test the product and collect their reactions to the instructional product. Aside from having them test the eLearning from start to finish, we will create a survey/questionnaire to collect their feedback immediately following the instruction. The questions asked on the survey/questionnaire will include things like: what did you like? What did you not like? How do you feel we can improve this instruction?

### **4. Field Trial**

After the recommendations from the small group evaluation have been implemented, we will conduct a usability pilot launch. For this trial, a small selection of learners will be chosen whose skills, experience, and learner profiles resemble the final audience for the training. At the time of the trial, the final eLearning module will not be completed, so a prototype will serve as the training modules. These trial learners will be provided with:

- The script for the module that the speaker will be reading. The script will include notes on when the learner should look at the other provided resources
- A selection of the video footage that will be present in the module if the video's visuals are crucial for the delivery of information
- All charts (such as feeding charts) referenced in the course
- All assessments, printed on paper instead of in an online module, that the learners will complete when prompted in the script
- A calculator/calculator app
- A pencil
- Paper for notes

The learners will complete the trial at their personal desks, using their personal computers, to reflect the environment of the actual performance context.

During this last and final phase of formative evaluation, we will collect data on learner performance, attitudes, the time required to use the instructional materials in the instructional context, and the effectiveness of the instructional management plan. After the learners have completed the course, the design team will observe the process and record data about our observations. After we collect and review the data, we will make the required adjustments (if any) and be ready to go live.

## **b. Summative Evaluation**

After our training goes live, and all the intended learners have taken the new product employee training program we will evaluate the program's effectiveness. We plan to do this by evaluating the learners' level- 1 reaction to the program, and by assessing their overall engagement, and their summative assessment results, or how well they did on the test/quizzes and branching scenarios within the training itself.

### **Satisfaction Survey**

After each of the 28 sales representatives complete the program, we will ask them to take a short end-of-training survey. The survey will seek to measure the learner's level-1 (reaction), level-2 (learning), and some questions geared toward level-3 (behavior) and whether they intend to change their behavior to sell more products in the future. The survey will include questions like:

- What did you think of the training?  
(They will be required to circle their response using a 5-point scale where one is excellent and five is terrible such as: 1-Excellent 2- Very Good, 3- Good, 4- fair, 5- Terrible or we might use happy/sad faces.)
- What did you not like about the training?
- What did you like about the training?
- Do you feel the training provided with sufficient knowledge to sell Hygrozyme?
- How likely are you to use the information provided in the training to sell Hygrozyme?
- Do you feel the training provided you with sufficient knowledge to sell BCUZZ?
- How likely are you to use the information provided in the training to sell Hygrozyme?  
(Circle on a five-point scale: 1- extremely likely 2- likely 3- maybe 4- I don't think so 5- extremely unlikely)
- Do you feel comfortable, and feel like you can follow the 5-step new product process in the future?  
(Circle on a five-point scale: 1- Yes absolutely 2- Yes 3- maybe 4- no 5- absolutely not)
- Do you plan to use the methods provided in the training program to help you sell new products?
- How likely are you to incorporate the new product process into your daily schedule?  
(Circle on a five-point scale: 1- extremely likely 2- likely 3- maybe 4- I don't think so 5- extremely unlikely)

### **Management Interviews**

Using the summative assessment forms completed by management, and post-learning interviews with management, we hope to evaluate:

- How well do the sales representatives retain the information and transfer the content within the performance context?
- Are the sales representatives motivated to change behavior?
- Did we engage the intended population of learners?
- Did we teach the learner the right concepts?

- Do they know enough to sell the products now?
- Is more product selling? Maybe able to be observed during the first week or month following training which could be seen if sales of both Hygrozyme/BCUZZ start to increase after having taken the training. (*Please see section IX for full usability protocols, survey questions, etc.*)

### **c. Confirmative Evaluation**

Confirmative evaluation will measure the overall effectiveness of the training over time. Over time we will measure the training's effectiveness by comparing the 28 sales representatives' level-3 (behavior) by observing their attitude and overall knowledge of the products/process before and after the training. And whether their behavior has positively changed since the training and whether they are using the methods taught in the training within the performance context.

#### **Sales Figures Analysis**

To measure the trainings' level-4 (results), management will be asked to provide the sales figures for the Central Region office in 3, 6, and 12 months. These figures will be compared to the pre-training sales figures collected in the analysis phase. In this comparison, we are looking for a sales increase of at least 60-70% and meeting or beating their 6-month sales target in aggregate.

#### **Return on Investment Analysis**

In terms of level-5 (ROI) we will use the cost/benefit by dividing the net benefits by the total cost at the end of the first year. Should the training go as expected and do what it was intended to do, it will increase the Central sales representative's sales of both Hygrozyme and BCUZZ by 70% or more.

Based on our calculations, the cost of training will be \$250K (100K per ID and 50K in cost, subscriptions, software, and 20-30% wiggle room, etc. to create tests, and implement). However, the projected benefit is estimated to bring a healthy return on investment (ROI) of roughly  $(1,700,880 - 250,000) / 250,000 = 5.8032$ . Meaning BWGS will have brought their sales figures up at the BWGS Central distribution center and achieved their sales goals for both BCUZZ and Hygrozyme by the end of the 4th quarter. Ultimately allowing them to increase their YOY revenue by \$5,102,640. Which will make their shareholders very happy.

The New Product Training evaluation will take more time. We will have to wait until a new product is released to determine whether the employees' training on the 5-step new product process prevents a bottleneck in sales. Management observation will be collected during the new product rollout to determine if the employees are properly executing all 5 steps of the process. Sales figures and observations will be compared with the data collected in the analysis phase to determine if the new process went smoothly, or if the region still experiences a bottleneck.

Should the training or 5-step new product process training turn out to be effective, employees will bypass new product training because they will already know how to find new product information and promote the new product to get it moving without the need for new product training. Resulting in uncalculatable net positive benefits for BWGS.

Kirkpatrick Level	Description	Measures to Implement
<b>Level 1: Reaction</b>	This level of evaluation will gauge the learner's level of course satisfaction and their reaction to the course material	<ul style="list-style-type: none"> <li>Satisfaction Survey during Field Test and full training rollout</li> </ul>
<b>Level 2: Learning</b>	This level will determine the success of the learning materials through the results of the learner assessment included at the end of each enabling objective (test, quiz, branching scenarios, etc.)	<ul style="list-style-type: none"> <li>Formative assessments built into courses</li> <li>Summative assessments conducted at the end of the course(s)</li> <li>Review analytics to assess learners' progress and gauge their learning.</li> </ul>
<b>Level 3: Transfer/Behavior</b>	This level determines whether learners are using the acquired knowledge and skills in their job, applying the problem-solving skills, sales tactics, and 5-step new product process to increase product sales and productivity to meet or beat BWGS product sales goals and metrics.	<ul style="list-style-type: none"> <li>Satisfaction Survey</li> <li>Summative Assessments</li> <li>Interviews with Management before and after training</li> </ul>
<b>Level 4: Results</b>	This level will determine the long-term organizational results and impact of the three new product training modules and determine whether we will incorporate this new product training into orientation for further and future employee use.	<ul style="list-style-type: none"> <li>Sales Figures Analysis</li> </ul>
<b>Level 5: ROI</b>	This level determines the long-term organizational results and impact of the 3-hour new product training modules.	<ul style="list-style-type: none"> <li>Return on Investment Analysis</li> </ul>

## VIII. Instructional Materials/ Prototype

Please see attached storyboard prototype and samples on the next page

# 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 stationary 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 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 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 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

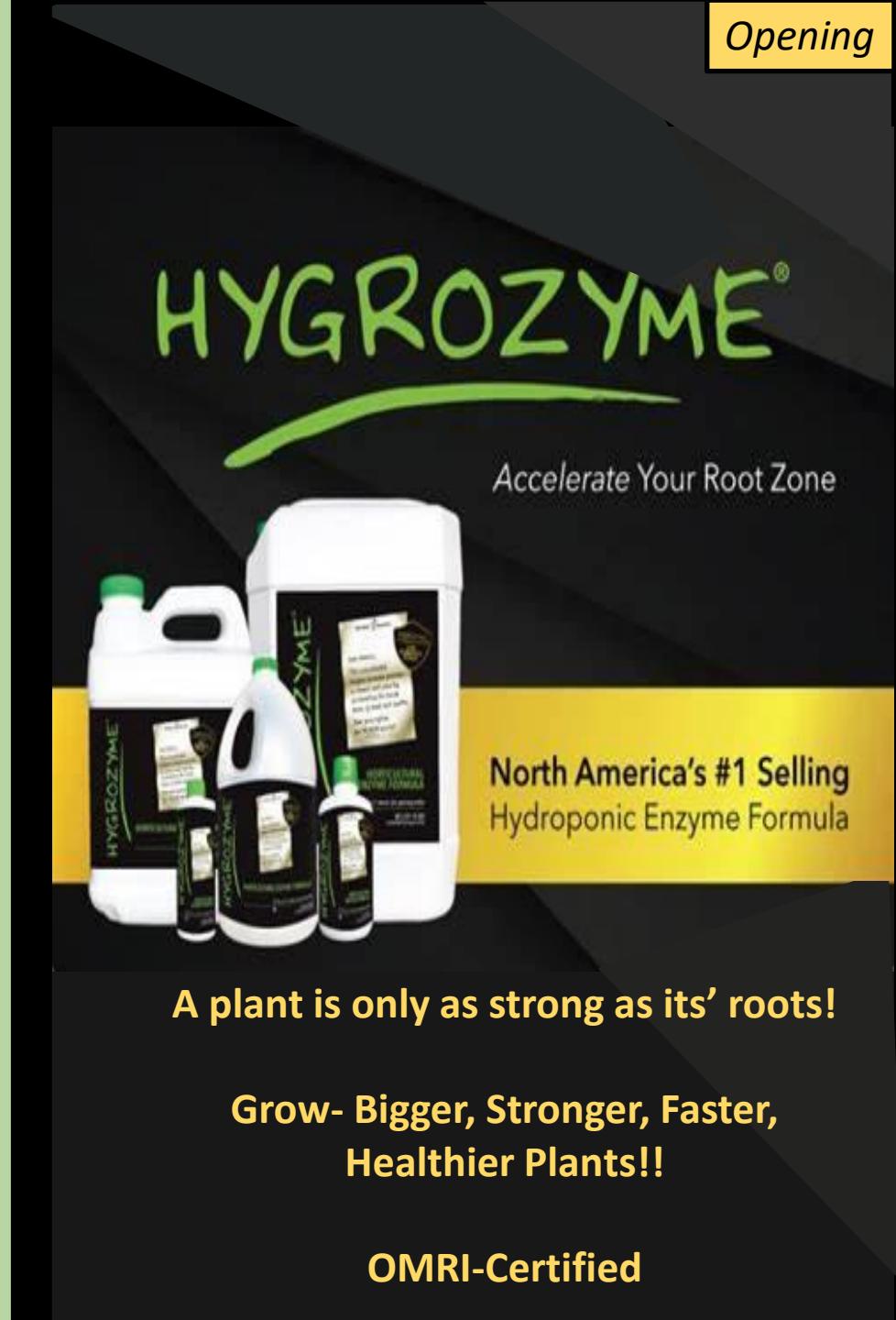
# eLearning Visual Samples

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

Welcome to

# Hygrozyme Product Training

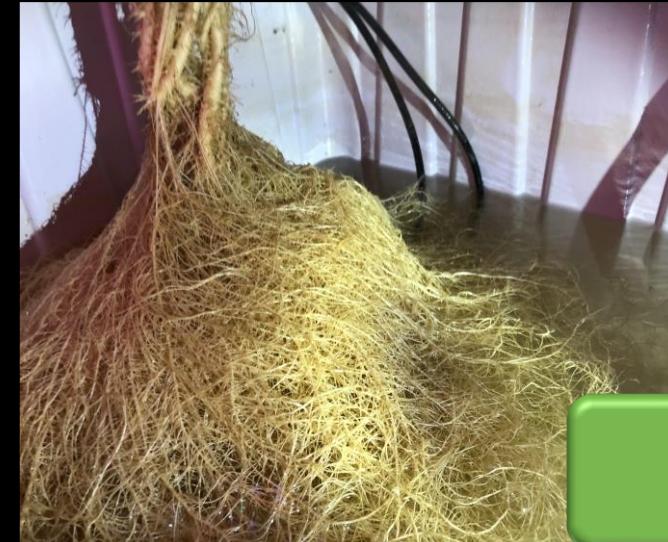
Click to  
Begin Course



## Roots WITHOUT Hygrozyme



## Roots WITH Hygrozyme



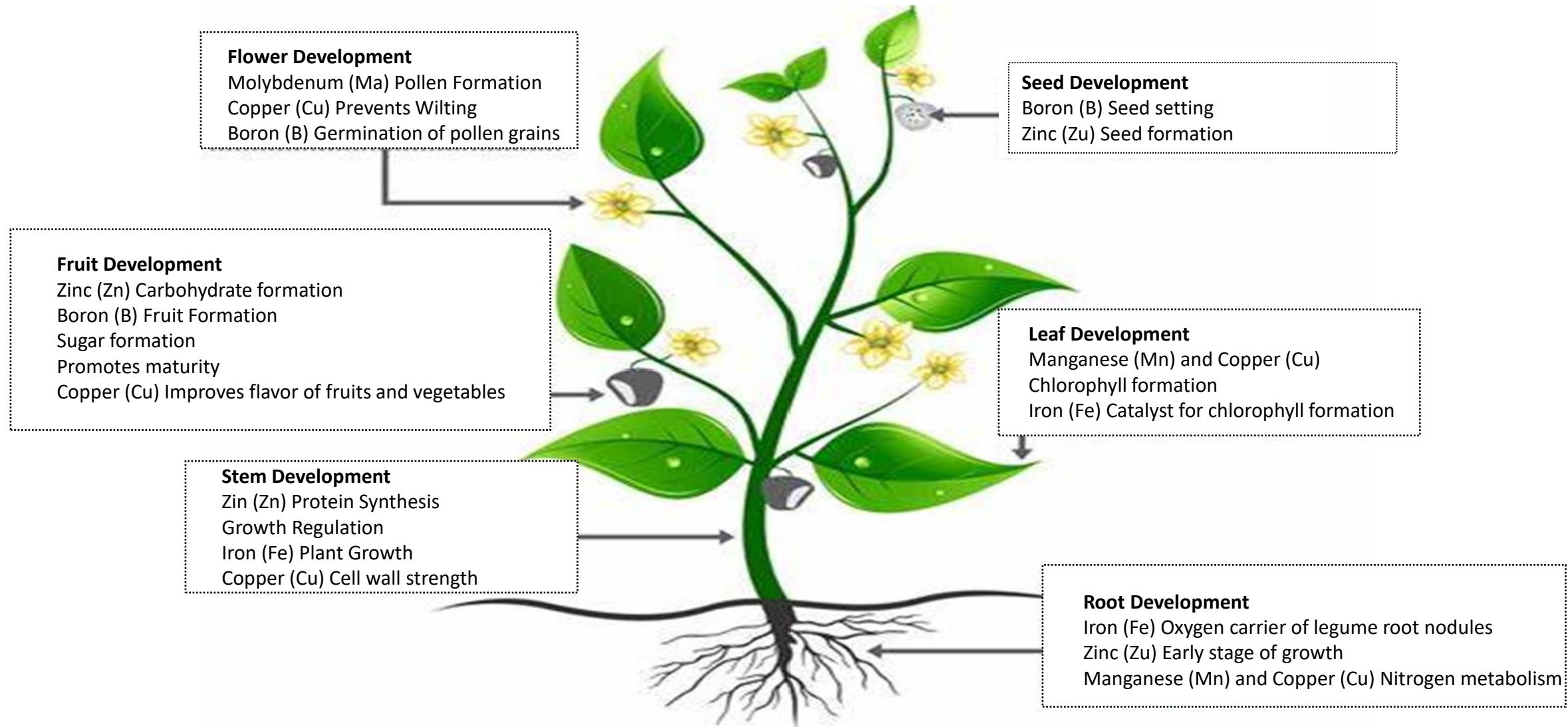
Next

*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 BCUZZ products  
that are 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 BCUZZ products  
that are used during the final  
**bloom 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 there on the market

- a.) True ← Correct
- b.) False

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

**Feedback for Incorrect response:** Incorrect, BCUZZ delivers superior results compared to other nutrient lines out there 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:**

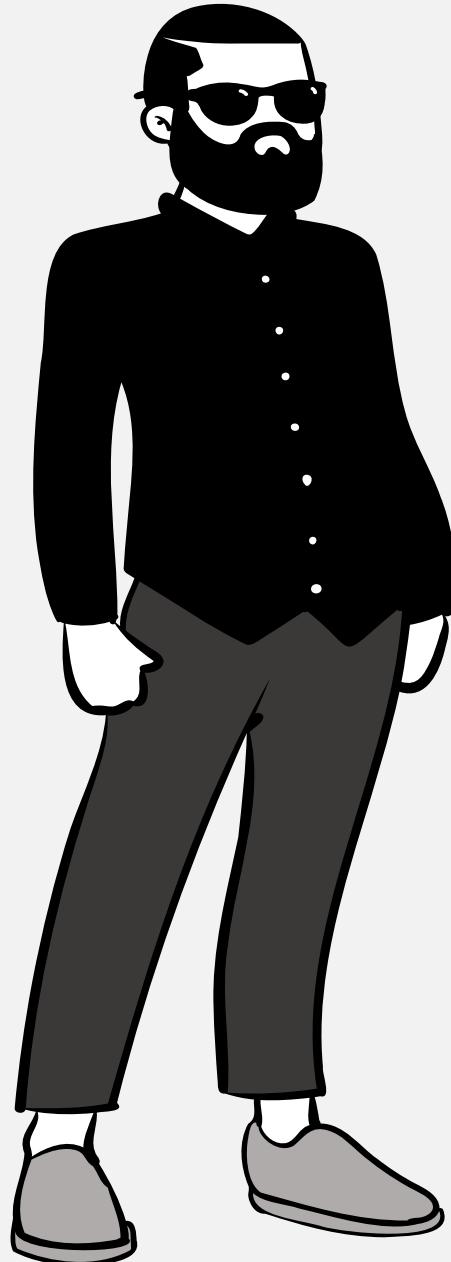
Learners will be presented with three customer profiles and asked to select whether they fit the BCUZZ target consumer. After they select yes or no, feedback will pop up from the bottom of the screen.

**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*

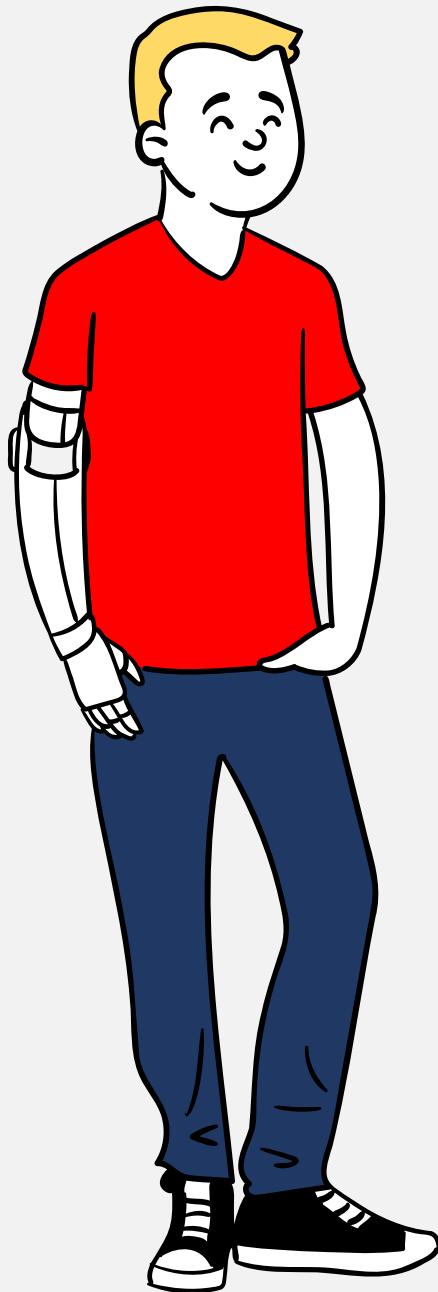
Yes

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 final bloom 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

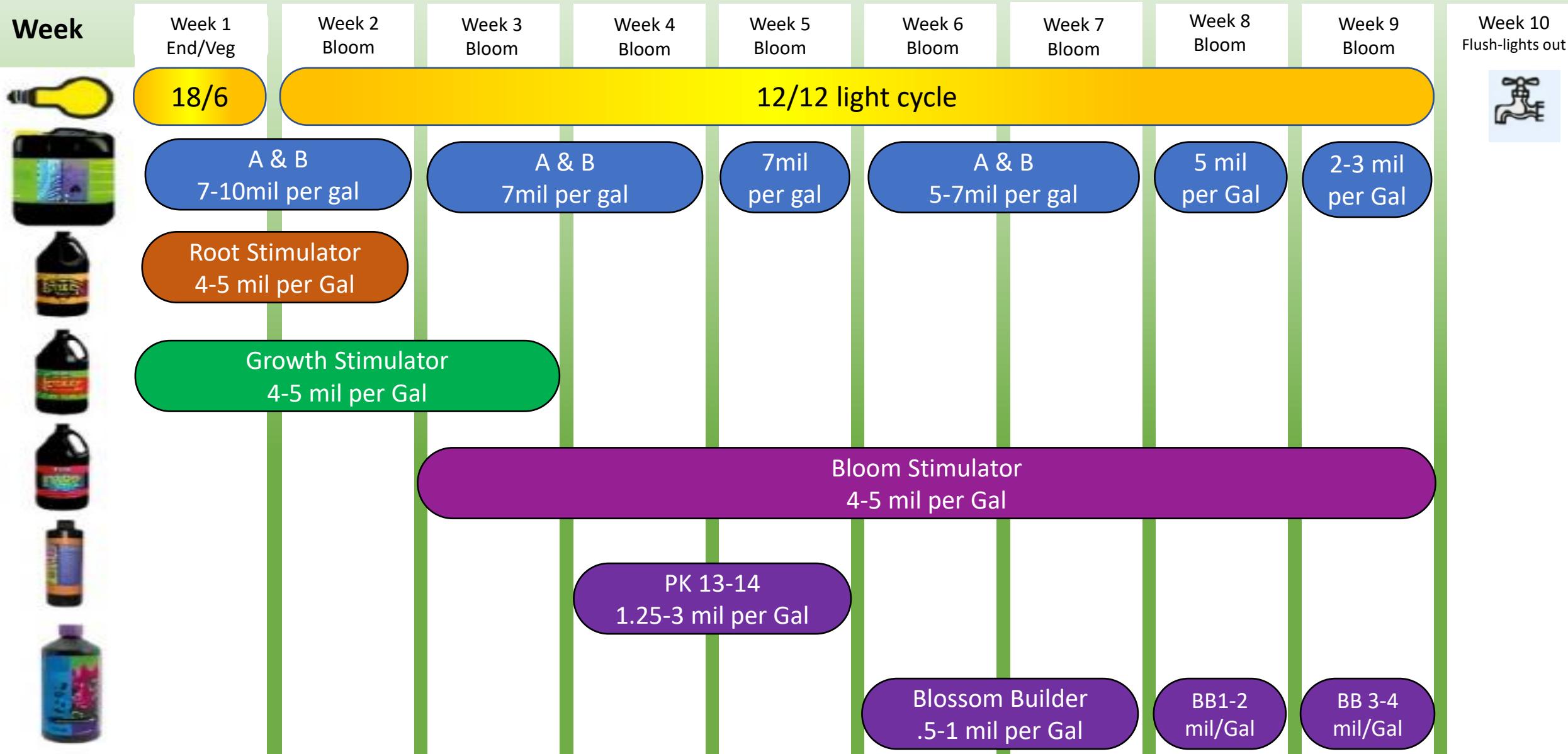
Blossom Builder

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  
Gallon 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

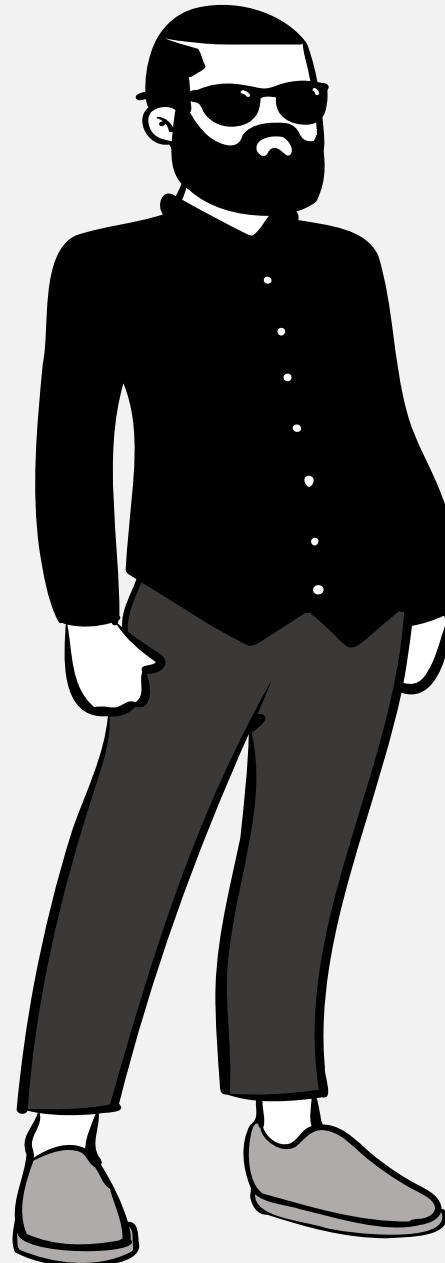
\$69.95

\$250.95

\$48.95



DRAG EACH BCUZZ  
PRODUCT TO ITS CORRECT  
PRICE



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*

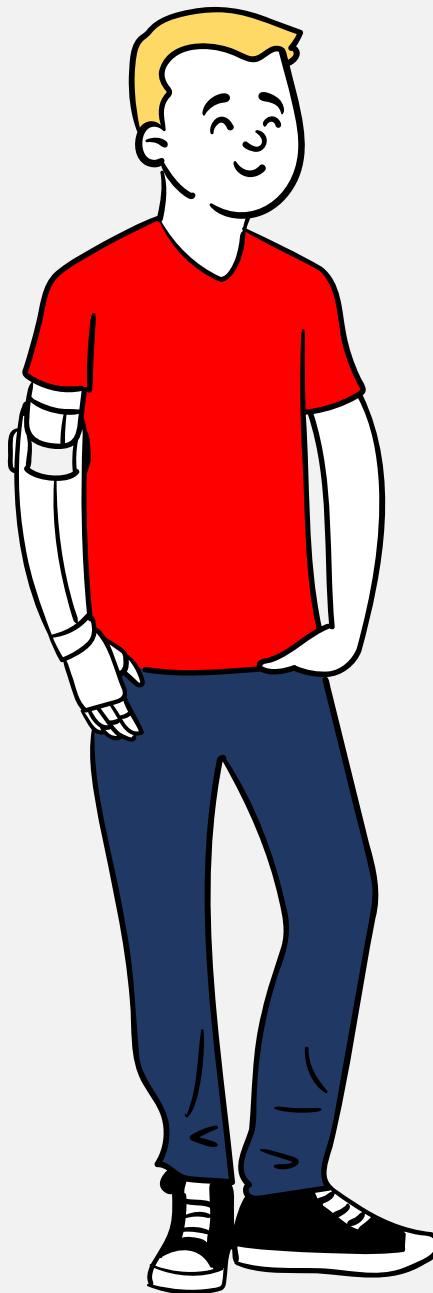
Yes

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.

## **IX. Appendices**

### **a. Pre-Learning Survey**

This survey is to be taken before taking the course to measure attitude, behavior, and prior product knowledge. The survey can be viewed on the following pages of this document, or by following the link below:

[Qualtrics Survey | Qualtrics Experience Management](#)

Which BWGS Distribution location do you currently work at?

- BWGS East
- BWGS Central
- BWGS West

Please select your current age-range

- 25-30
- 31-35
- 36-40
- 41-45
- 46 or older

How many retail accounts do you currently manage? Please select the option that best represents your current customer account-load

- 30-40
- 40-50
- 50-60
- 60-70
- 70-80

When meeting with a customer what do you usually bring to the meeting? Please select all that apply

- Past order history
- Open orders/proposals
- New product information
- Product pricing and availability

In what areas do you feel you could better help and support your customers? Please select all that apply

- Product pricing and availability
- New product ideas and information
- New product sales pitch to help them sell their product
- Marketing materials and samples
- Other - please specify

What is the best way to learn about a new products unique selling features? Select the option that best describes your process.

- Speak to Sales and Marketing manager
- Speak to industry expert such as the manufacturer or the chemist who made the product
- Read through the Products marketing materials
- Product training or research
- Other- please specify

When a new product comes out that your customers are unfamiliar with and do not currently carry in their retail location, how do you inform them about the product and generate sales leads? Please rank each selection in order of importance with 1 being the most important and 5 being the least important.

Send retail customers an email containing product marketing materials and pricing

Call product or industry expert to gain product knowledge, product uses, and key product selling features

Put together a box of free product samples and marketing materials to place on current customer purchase orders for them to try and pass out to their customers

Send follow-up emails or call customers to see how their customers are liking the samples

Call retail customers to generate excitement about the product and its uses

Before BWGS brought in Hygrozyme and B\*Cuzz, how did you feel about your sales performance? Please select the option that best represents how you feel about your past sales performance.

- I consistently beat my monthly sales goals
- I always met my monthly sales goals
- I did okay, but I could do better
- My monthly sales were below my goals

Are you currently meeting your sales targets of new products?

- No
- Sometimes
- Yes

Please select the option that best describes what Hygrozyme is and what it is used for:

- Hygrozyme is a Genetically Modified Organism (GMO) used to bring out the plants internal defense mechanism system and protect against plant stress such as pest or environmental
- Hygrozyme is an organic enzyme that attacks dead plant proteins and has the potential to double yields
- Hygrozyme is a B1 and Thiamine supplement that helps to stimulate aggressive root growth which promotes healthy root mass and nutrient uptake in clones, starts, and early stages of veg.
- Hygrozyme is a plant stimulant which helps aggressive plant growth

In your opinion, why do you think BWGS Central is below its sales goals and metrics of Hygrozyme? Please select all that apply

- Lack of product support and training
- Lack of incentive/motivation
- I don't see the products value and/or don't like the product
- Other- please specify

What do your customers say about Hygrozyme? Please select all that apply

- They need more product information
- The price is too high
- Lack of product sales pitch and product uses
- Other- please specify

What are your sales goals and aspirations for Hygrozyme? Please select the option that best matches your monthly sales goals

- \$10,000 - \$50,000 per month
- \$60,000 - \$100,000 per month
- \$101,000 - \$150,000 per month
- < \$151,000 per month

In your opinion, why do you think BWGS Central is below sales goals and metrics of B\*Cuzz? Please select all that apply

- Lack of product support and training
- Lack of incentive/motivation
- I don't see the products value and/or don't like the product
- Other - please specify

What do your customers say about B\*Cuzz? Please select all that apply

- They need more product information
- The price is too high
- Product is too complicated
- Lack of product sales pitch and product uses
- Other

What would you like your monthly sales figures of B\*Cuzz to be? Please select the option that best represents your personnel monthly sales goals of B\*Cuzz

- \$20,000 - \$100,000 per month
- \$101,000 - \$200,000 per month
- \$201,000 - \$300,000 per month
- \$301,000- \$400,000 per month
- > \$401,000 per month

Please complete the questionnaire that follows by reading each statement in the left column and selecting a number in the right column that best summarizes your feelings. Use this scale:

1 = Strongly Disagree

2 = Disagree

3 = Agree

4 = Strongly Agree

	1- Strongly Disagree	2- Disagree	3 - Agree	4- Strongly Agree
I understand my customer's needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I regularly pass new product information to my customers to help them sell their products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to improve my sales performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do well selling products I understand and am familiar with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product training will help me improve my sales performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to sell more products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel uncomfortable selling products that are new to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look forward to learning about new products and how they can help my customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could benefit from more sales training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the performance support and training I need to achieve my sales goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

