

MANAGER JOB AID – PEPSI SELLING SKILLS BEVERAGES URBAN



Your employee XYZ has successfully completed the Pepsi Selling Skills module and he has also downloaded the job aid needed to observe the selling skills of a RSP on the field. As a part of the blended learning process you have to help the new CE apply his online learning.

Objective: The objective of this document is to help you create a productive path for your CE to successfully use the Job Aid and observe an efficient RSP demonstrate the selling skills effectively.

The CE will achieve this by applying the Job Aid provided to him

- To observe the RSP demonstrate the selling skills effectively while on field,
- To examine tools and techniques for increasing sales,
- To understand any gaps or challenges faced by the RSP and identify solutions commonly implemented

Rationale:

You have to help the CE's learn how to apply the selling skills required at PepsiCo.

As their manager your key job role is to coach and develop them to deliver effective selling skills and to observe the RSPs efficiently.

Process: Please identify an experienced and skilled RSP who the CE can shadow and observe how they apply the PEPSI way of selling. Make sure that you brief the RSP that they must adhere to the process and explain steps to the new CE in order for them to learn. The CE will interact with the RSP post the field visit to learn about live issues.

Meet with the new CE post the field visit. This will also give you an opportunity to discuss and debrief the CE post their observation of the appointed RSP in order to understand any gaps or challenges they have identified during the process.

Materials required for this task –

- CE details
- We have mailed you the CE job aid as well, please go through it so that you can prepare the RSP for the interaction
- Calendar request for a discussion with the CE and the appointed RSP
- Assignment of an efficient RSP to be observed by the CE

SOME KEY TASKS THAT YOU WILL HAVE TO PERFORM AS THEIR MANAGER ARE –

Identify and assign an efficient RSP who can be observed by the CE for clear understanding

Brief the RSP to ensure effective display selling skills the P.E.P.S.I way

Have Pre call meeting with the CE to clarify questions if any before they go for the observation

Introduce the CE with the RSP before they set out for the call

Set up a meeting with the CE post the call

Interaction: Follow up on the learning and understanding of the selling skills of your CE the P.E.P.S.I way

- A. In your interaction with the CE – make sure that you ask him questions using the filled out JOB AID he used in the field visit.
- B. Use the questions in the Job Aid to gauge the CE's understanding of PEZPSI selling skills.
- C. After you finish the interaction, you have to fill out the feedback form.