

FUNNDER MIFLON^{INC.} PAPER COMPANY

Animate the sticky note with slam and writing sound effects. animate the text on sticky note

Stickier Feedback, Stronger Sales

Effective
Performance Reviews
& 2025 Sales Prep

Type Your Name

● 30 Mins

● Audio

Start

Star button pulsing after sticky note animation, name

“Hi [Name] my name is Phil. I’m a fellow Assistant Regional Manager at Funnder Miflon. As you know, 2024 was a tough year for us. As digital productivity solutions continue to dominate the market, our numbers are took a big hit in 2024. Our sales team reported reduced or cancelled orders from their accounts who said they no longer needed bulk office supplies,

But have no fear, it’s Performance Review time and I’m ready to lead through encouragement and strategy. It’s important I deliver strong constructive feedback to our salespeople in order to help boost sales. A main part of our strategy will not only be learning how to give effective feedback, but also to hit home selling the features and benefits of Funnder Miflon’s sticky notes.

There are 5 steps to prepare us for effective Performance Reviews & 2025 Sales Prep:

1. Be an Active Listener
2. Give strong Employee Performance Feedback
3. Use Digital Solution Weaknesses to improve sales pitches
4. Strategize Sales Opportunities
5. Identify A Path Forward

Come join me and help guide me in my Performance Review with saleswoman Lisa as we’ll strive to give stickier feedback to drive stronger sales in 2025

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Where
paper meets
possibility.

Create green cartoon (maybe lighter tint,
animate the face saying this. if possible include
subtitles below

lightly animate

1

Active Listening Techniques

DONE

completed colors

2

Employee Performance Feedback

rollover colors

3

Digital Solution Weaknesses

4

Identify Path Forward

lightly animate

Click on each section to complete practice activities to learn how to give Effective Performance Reviews & Sales Prep

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when finished this text appears.

Congratulations!
you're ready to give Effective Performance Reviews & Sales Prep

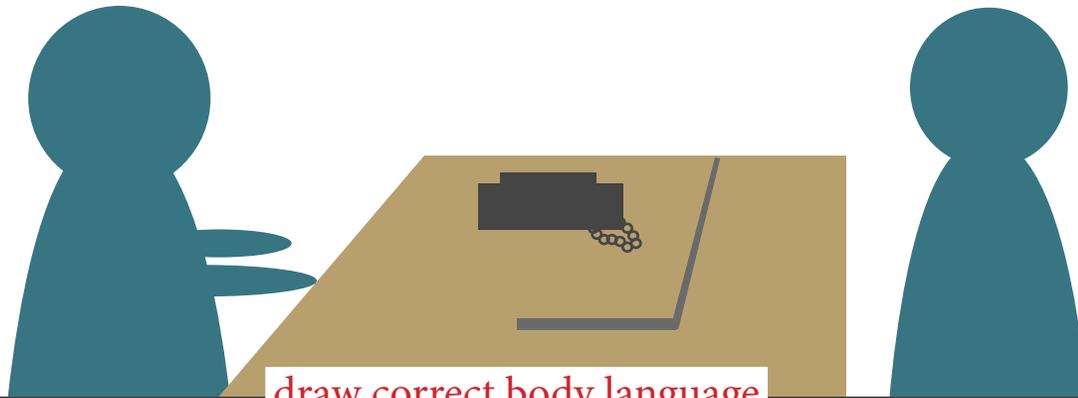
Active Listening Techniques

Learning Objective

Demonstrate active listening techniques when engaged in dialogue with the employee who is receiving their review by being fully present, engaging thoughtfully, being empathetic, and using supportive non-verbal cues.

Click next to access the [Active Listening Job Aid](#) to learn more.

Cartoon animated reading the learning objective



Be Fully Present

Thoughtful Engagement

Be Empathetic & Validate

Non-Verbal Cues

Be Fully Present



The main goal of active listening is to allow a speaker to feel comfortable and safe enough to share their thoughts.

Listen with your full attention and open mind, allow the speaker to complete their sentences without interruptions and try not to think about what you want to say while they are speaking.

Avoid Distractions



This may mean silencing notifications on your phone or computer or alerting family members to meeting times so they don't interrupt you in person.

You should also limit distracting movements like glancing at your watch or phone, audibly sighing, doodling or tapping a pen.

Avoid exchanging verbal or non-verbal communication with others who are listening, which could make the speaker feel frustrated and uncomfortable.

Active Listening Activity

Context

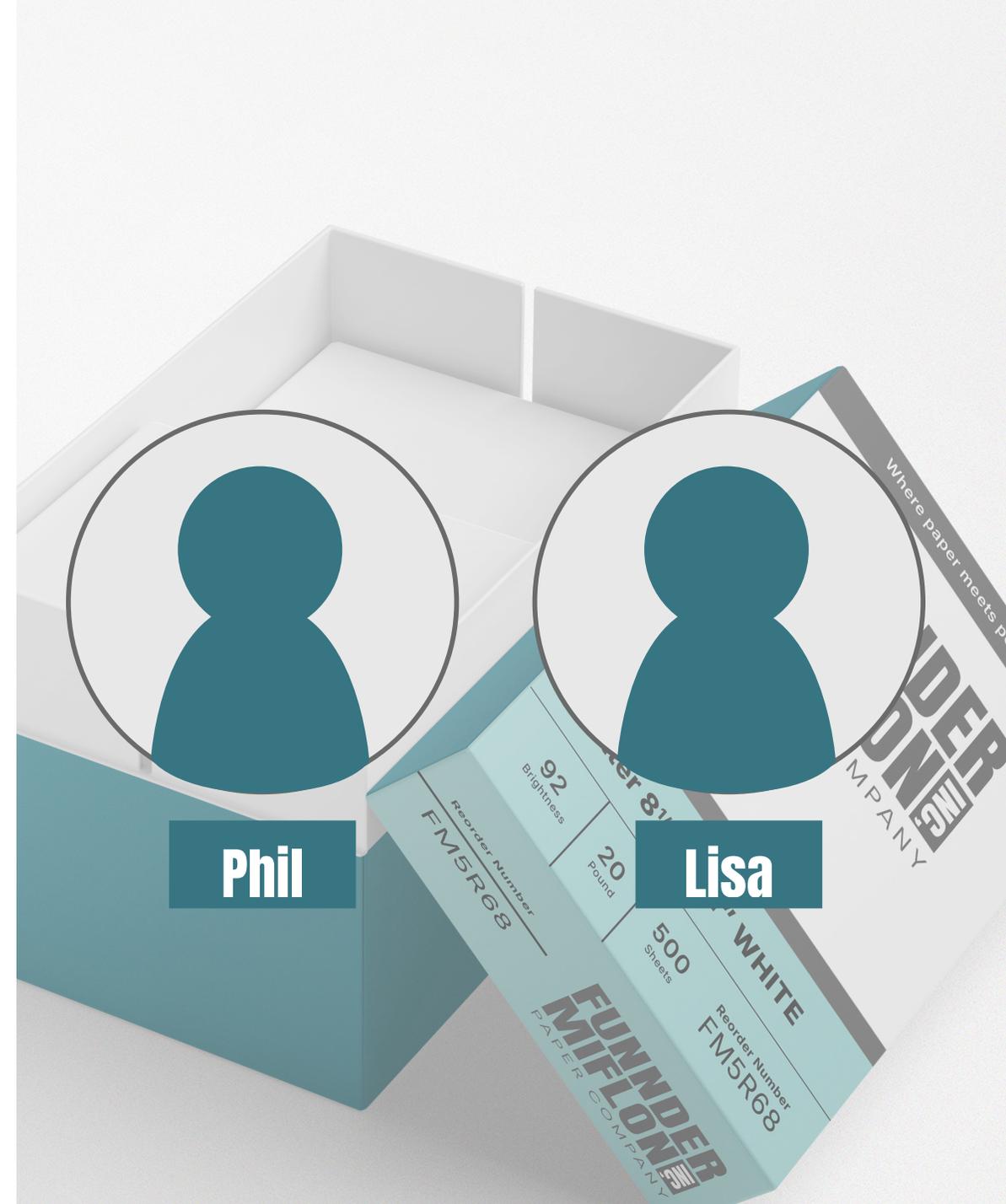
Lisa has been struggling lately in hitting her quota for sales. She's sold 15% less in 2024 than what she sold in 2023.

Sometimes she struggles to follow up with cold calls, and to stay motivated when a deal falls through

Phil is anxious to tell her about our 2025 goal to sell more sticky notes in order to boost overall sales.

Please help guide Phil through his Performance Review with Lisa by helping him display strong **active listening**.

Job Aid





Good morning Phil. I know sales have been down this year -

One moment Lisa, a client just emailed me about sticky notes.....Ok what was it you were saying?



Is Phil practicing good active listening?

Please choose all that apply and click [submit](#) when done.

change color when hovered over - maybe the light green.

Yes, as Assistant Regional Manager, the client always comes first. Phil is being fully present by focusing on the client and the 2025 goal.

No, Phil interrupted Lisa before she got the opportunity to explain herself. Phil is not being fully present.

No, Phil should've cleared his schedule and silenced his notifications to limit distractions during a Performance Review. Phil is not being fully present.

Completion bar?

Job Aid
Context

Pop up of context, can X out of

Submit

Try Again

This isn't practicing strong **active listening**. It comes off as dismissive by not acknowledging what Lisa said. Also, you aren't **being fully present** or **avoiding distractions** when you emailed a client during Lisa's Performance Review.

for "No" option, make another try again if only one "Yes" option is selection



Lisa looking annoyed



Correct!

Interrupting an employee during a performance review is not being **fully present**. Also, it's wise to clear your schedule prior to the Performance Review and put your phone away in order to **avoid distractions**. This way you can be fully present and employ strong **active listening**.



lisa looking acknowledged

Continue →



Good morning Phil. I know sales have been down this year. I've been doing my best to stay adaptable and support the team, but I'll admit I've been struggling with staying motivated when deals fall through.

Click the **best** response that shows **active listening**.



change color when hovered over - maybe the light green.

draw lisa's annoyed expression

wrong - dismissive and distractions

I've been meaning to talk to you about that. You need to toughen up. We have to sell more sticky notes this year.

draw lisa's happy expression

correct - good paraphrasing

Got it, sounds like you've been doing your part to stay flexible, but it's been tough to keep your motivation up when deals fall through, and I understand that.

draw lisa's annoyed expression

wrong - jumps into advice too soon.

Got it, you should try setting smaller goals, that usually helps me stay motivated. And we have a lot to be motivated about this year.

Try Again

This isn't an example of thoughtful engagement or empathy, which are key characteristic of **active listening**.



Lisa looking annoyed



Correct!

You successfully paraphrased what Lisa said. *Paraphrasing* is an excellent way to show **active listening** through thoughtful engagement. You also showed **empathy** and **validation** to Lisa by letting her know you understand her difficulty to stay motivated after a deal falls through.



lisa looking acknowledged

Continue →

Watch the video on **Active Listening**.

Then Choose all the examples of **Supportive Non-Verbal** cues Phil shows.

Please choose all that apply and click **submit** when done.

when played, the video can go full size

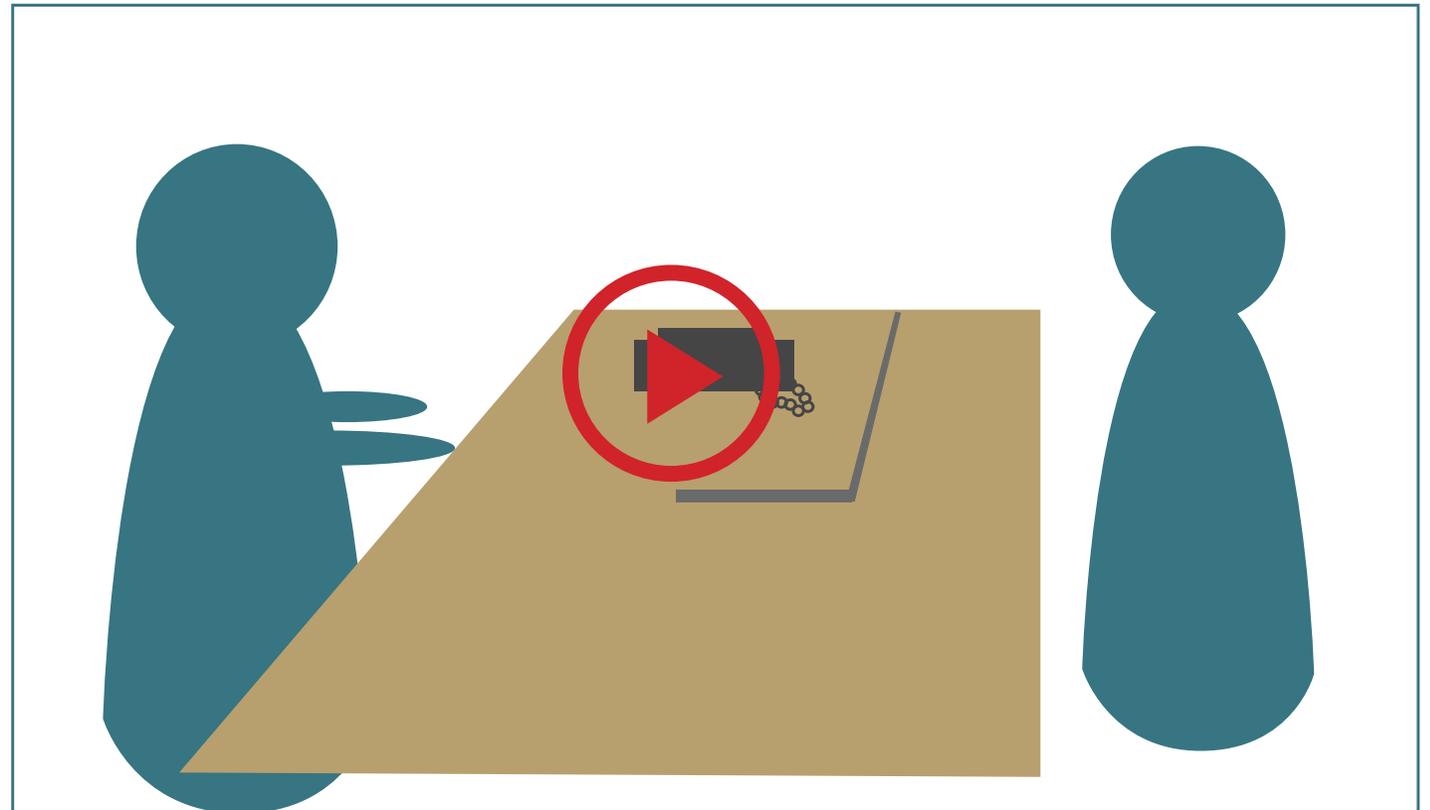
Nodding

Smiling

Maintaining Eye Contact

Crossed Arms

Leaning Back



Try Again

Crossed arms are a negative nonverbal cue displaying poor body language. Leaning back is also a negative nonverbal cue displaying poor body language. When giving Performance Reviews, make sure to maintain an **open posture** and **lean slightly forward** to show receptiveness.



Lisa looking annoyed



Correct!

By *nodding*, you are giving Lisa a helpful cue that shows while you may not agree, you understand the meaning of her message. A *smile* encourages Lisa to continue and indicates you agree or are happy to listen. And keeping your *eye contact* with Lisa and not looking at other people or objects in the room shows you're paying attention and **actively listening**.



lisa looking acknowledged

You've Completed *Active Listening!*
Main Menu

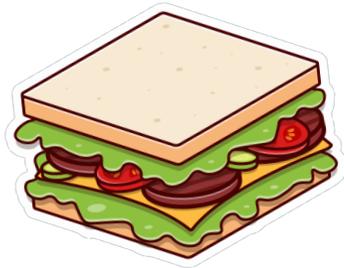
Employee Performance Feedback

Learning Objectives *Animate objective to appear when lip sync animation says them.*

Determine the appropriate level of objective (not personal/subjective) detail to provide the employee about their performance.

Deploy the “sandwich” approach for communicating feedback (negative feedback surrounded by positive input)

Click next to access the Employee Performance Feedback Job Aid to learn more.



Cartoon animated reading the learning objective. Now it's time to employ strong employee performance feedback. The objective we will focus on are...



Employee Performance Feedback Job Aid

Appropriate Feedback Level

Sandwich Approach

Start With A Positive

Start with what is already working well. This helps prevent the employee from catastrophizing about their performance, and makes it clear you are focusing on one area of performance.

Focus On Behaviors & Actions

For example, you might thank them for an excellent presentation they gave last week. Then, lead into the feedback from there, “While your presentation skills are really excellent, I think you could improve on your engagement during team meetings”.

Pinpoint Areas for Improvement Clearly

Don't Give Feedback When Angry

This places the feedback into context – it's not a personal attack. Instead, you're offering something specific and actionable.

Write Goals With Employees

“we'll discuss more when strategizing sales opps & identifying a path forward”

Employee Performance Feedback

Context

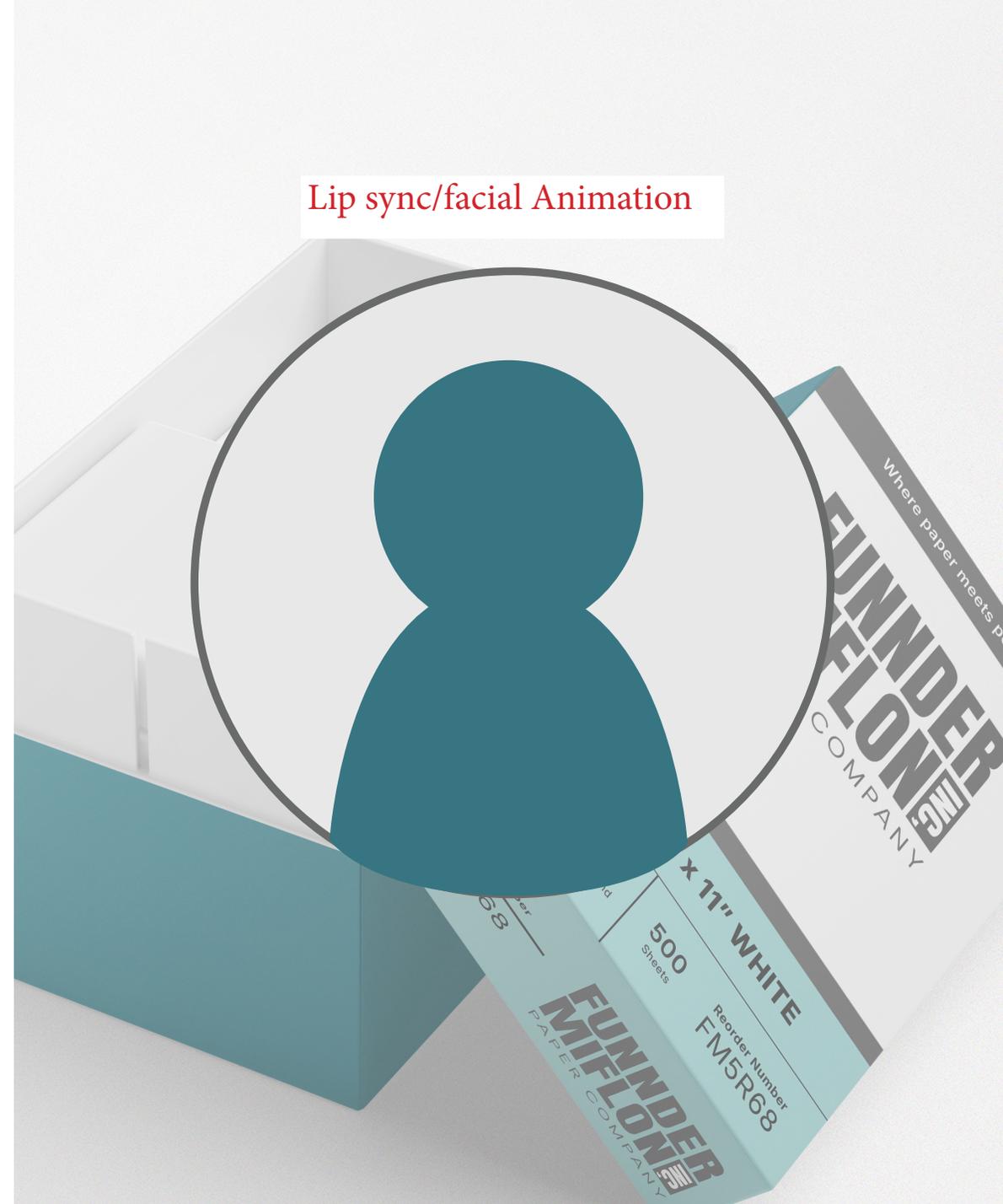
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Phil is anxious to tell her about our 2025 goal to sell more sticky notes in order to boost overall sales.

Please help guide Phil through his Performance Review with Lisa to by giving strong **Employee Performance Feedback**.

Lip sync/facial Animation



pulsing and clickable
Explain why this is good



● Before we move ahead, I wanted to congratulate you on landing the Johnson paper deal.



Thank you very much. I appreciate it.

pulsing and clickable
Explain why this is good



● One thing we need to work on is your motivation when a deal falls through.



I agree, it's something I'm working on and know I need to improve. I'll be better this year.

Click the answer
answer you think
is best.

Sounds good, I believe it. Another thing you need to work on your cold calls.

change color when hovered over - maybe the light green.



Sounds good, I believe it. Your ability to adapt has been a great strength so keep it up.



Try Again



Try again and see if you can answer with another positive feedback to utilize the "sandwich technique."



Lisa looking annoyed

Great Answer!

Great use of the sandwich technique! Keep up the great work!



You've Completed Employee Performance Feedback!

Main Menu

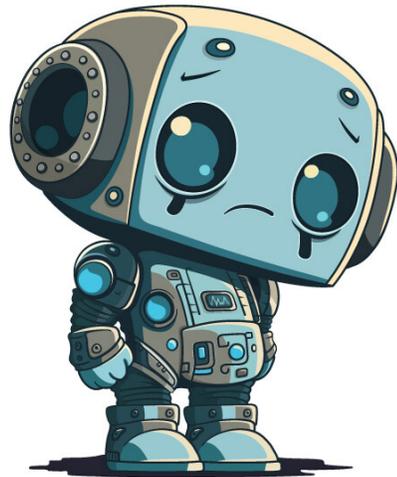
lisa looking acknowledged



Digital Solution Weaknesses

Learning Objectives

Identify the weaknesses of digital solutions to prepare the employee for their 2025 sales pitch



Cartoon animated reading the learning objective



Buried in Notifications

Out of Sight, Out of Mind

Too Structured

Lack Visibility

Digital Solutions Can Cause Too Many Notifications

The main goal of active listening is to allow a speaker to feel comfortable and safe enough to share their thoughts.

Listen with your full attention and open mind, allow the speaker to complete their sentences without interruptions and try not to think about what you want to say while they are speaking.



Have a link to access a PDF of all jobs aids at the end

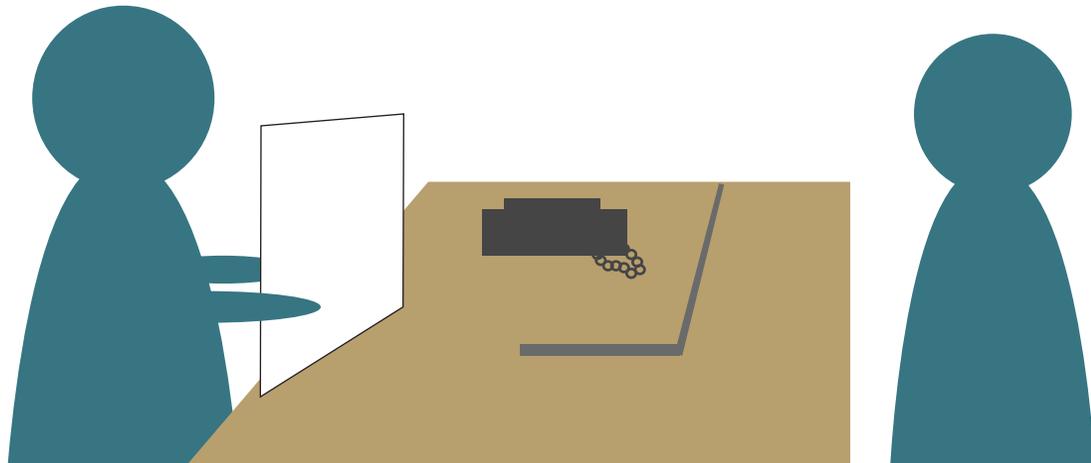
Digital Solution Weaknesses

Context

In order to share digital solution weaknesses with your salespeople during performance reviews, you must be able to *identify* digital solution weaknesses.

Please help Phil identify **digital solution weaknesses** and effectively communicate these weaknesses to Lisa

draw correct expression



Choose All The Options That Identify Digital Solution Weaknesses

Please choose all that apply and click [submit](#) when done.

Searchability

Cognitive Effects

Notifications

Internet

Scalability

Collaboration

Visibility

Integration

Workflow

Security

window pops up that describes the pros vs cons of these in regards to digital solutions vs sticky notes

Try Again



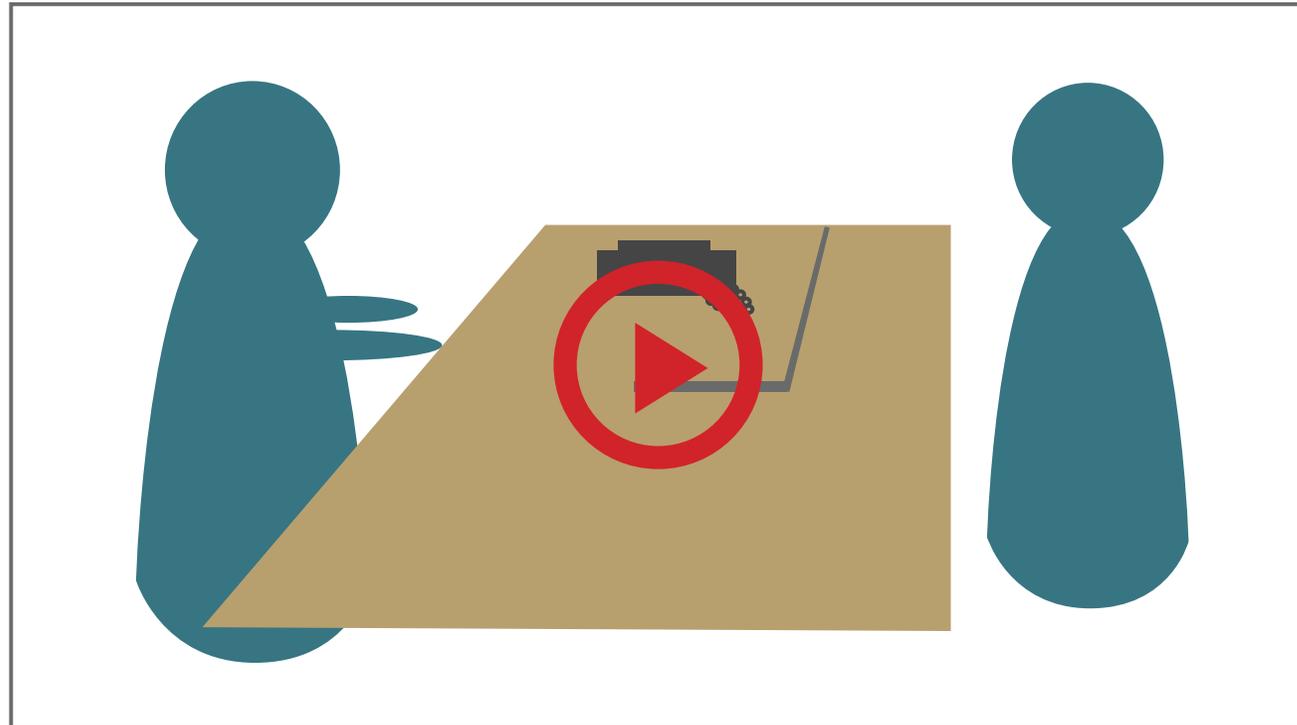
Searchability is actually a Digital Solution Strength. Applications like Slack, Notion, and more allow for organized searchability much easier than sticky notes. Best to avoid discussing searchability on sales calls.



Lisa looking annoyed

Correct!

Great job! You've identified a lot of digital weaknesses. Now click play to watch Phil effectively communicate these weaknesses to Lisa in order to prepare her for her 2025 sales pitch.



You've Completed **Digital Solution Weaknesses!**

Main Menu



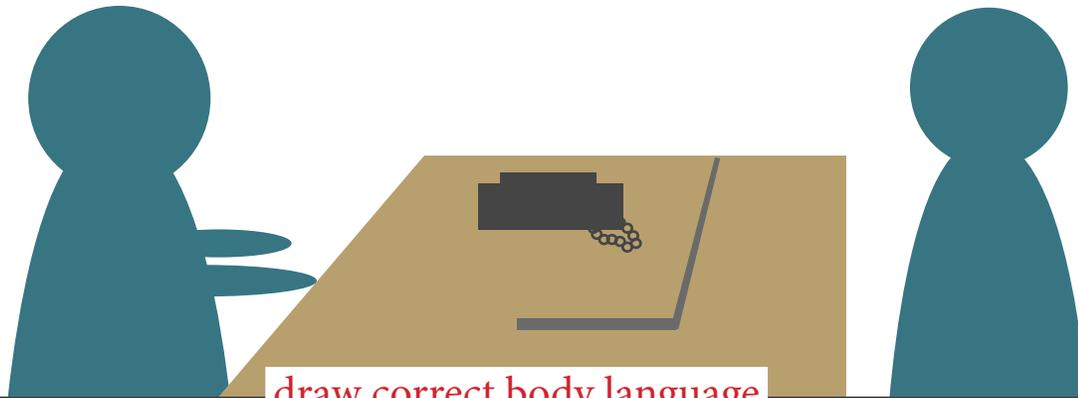
Identify Path Forward

Learning Objective

Collaborate with the employee to identify a clear path forward for 2025 based on performance review feedback and company initiatives

Click next to access the Identify Path Forward Job Aid to learn more.

Cartoon animated reading the learning objective



Guide Their Purpose

70% of employees are not engaged at work. One way to help them find their purpose is to connect their work with the company's larger mission and goals.

Sometimes we have to find a purpose and meaning in the process. Do your salespeople have a sense that they're moving toward a goal, or does what they're doing feel random?

For employees to feel their work matters, it's helpful for them to be a part of the goal-setting process.



Ok, and what are your goals for 2025.



Ok, and for my 2025 goals, what should I focus on?



Is Phil helping Lisa identify a path forward?

Please choose all that apply and click [submit](#) when done.

change color when hovered
over - maybe the light green.

Why don't you take some time to think on your own and write down 10 potential goals, and choose the top 3 to focus on.

One of our client's might be interested in business cards. Focus on landing this deal first, and then we'll work on SMART goals.

Let's do some quick sales prep and work together on writing a SMART goal to help you land more sticky note sales

Job Aid Pop up of job aid/context can X out of
Context

Submit

Try Again



Searchability is actually a Digital Solution Strength. Applications like Slack, Notion, and more allow for organized searchability much easier than sticky notes. Best to avoid discussing searchability on sales calls.



Lisa looking annoyed

Great Answer!

Nice work! Collaborating with Lisa on establishing Performance Goals is a great way to help her identify a clear path forward.



lisa looking acknowledged

Continue



Congratulations!

You've completed Funnder Miflon's **Effective Performance Reviews & 2025 Sales Prep Course!**
Now it's time to give *stickier feedback* to have stronger sales!



Phil looking accomplished

When clicked, “Finish” brings you back to the main menu to see everything listed as done with the sticky notes

Finish

maybe sticky notes raining down animation