

# DESIGN DOCUMENT

TOPIC	AUDIENCE	LEARNING OBJECTIVES	MODALITY	MEASUREMENT
Active Listening Techniques	Assistant Regional Sales Managers	<p>After completing the Listening Simulation, Assistant Regional Sales Managers will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate active listening techniques when engaged in dialogue with the employee who is receiving their review by adapting feedback, body language, etc. based on how the employee is responding</li> </ul>	Listening Simulation	Sales of sticky notes
Employee Performance Feedback	Assistant Regional Sales Managers	<p>After reading the Job Aid and completing the Branching Scenarios, Assistant Regional Sales Managers will be able to:</p> <ul style="list-style-type: none"> <li>• Determine the appropriate level of objective (not personal/subjective) detail to provide the employee about their performance</li> <li>• Deploy the “sandwich” approach for communicating feedback (negative feedback surrounded by positive input)</li> </ul>	Job Aid, Branching Scenario	Sales of sticky notes
Digital Solution Weaknesses	Assistant Regional Sales Managers	<p>After completing the customer role play scenarios, Assistant Regional Sales Managers will be able to:</p> <ul style="list-style-type: none"> <li>• Identify the weaknesses of digital solutions to prepare the employee for their 2025 sales pitch</li> </ul>	Role Play Scenario	Sales of sticky notes, recorded sales calls
Strategize Sales Opportunities	Assistant Regional Sales Managers	<p>After completing the Branching Scenario, and Tabs Interaction, Assistant Regional Managers will be able to:</p> <ul style="list-style-type: none"> <li>• With the employee, strategize opportunities to sell Funnder Miflon stickies based on an account’s</li> </ul>	Branching Scenario, Tabs Interaction (pg 11)	Sales of sticky notes, recorded sales calls

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business needs

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Identify Path Forward	Assistant Regional Sales Managers	<p>After completing this branching scenario, Assistant Regional Sales Managers will be able to:</p> <ul style="list-style-type: none"><li>• Collaborate with the employee to identify a clear path forward for 2025 based on performance review feedback and company initiatives</li></ul>	Branching Scenario	Sales of sticky notes, recorded sales calls
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