

Learning Design Example

An example of the critical link among task analysis, performance objectives, measurement strategy and instructional strategy:

Instructional Goal – Complete successful sales process with 80 % of prospects.

Main Task 4 – Handle customer objections

Sub-tasks – Restate the objection, 4.1; Acknowledge customer concern, 4.2; Explain relevant benefits, 4.3; probe for further objections or acceptance, 4.4

Performance Objective – The learner will be able to handle customer objections by restating the objective, acknowledging customer concern, explaining any relevant benefits and probing for further objections or acceptance with an 80 % close rate.

Measurement strategy - Measure success of sales presentation including objection handling with structured role plays in class. Grade objection handling with a check list including: restating the objective, acknowledging customer concern, explaining any relevant benefits and probing for further objections or acceptance.

Instructional Strategy – Demonstrate ideal sales presentation' including handling objections with live role play or with video role play. Demonstrate some bad approaches to handling objections with live role play or with video role play. Give learners the opportunity to identify successful and unsuccessful sales process and objective handling by observing good and bad role plays on video on e-learning or in class. Allow learners to practice sales process including objection handling with structured role play scenarios in class while receiving feedback from an instructor and others in the class.