



Sales Training

Manufacturing Industry

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CommLab India designed and developed courses for a scales and analytical instruments manufacturing company. The course dealt with providing training for the employees on X-ray machines that are used for product contaminant detection and quality assurance in the food and pharmaceutical industries. The learner needs to know the benefits, capabilities and uses of the X-ray system for contamination detection to be able to convince the customer and sell more X-ray machines.

Project Context

The course teaches the ways that X-ray inspection technology is helping the food, pharmaceutical, and related industries maintain product quality and brand reputations. Learners are sales representatives who need to learn about the X-ray inspection system and its applications in various industries to increase sales. The end objective is to give learners entire information about the product which will help them in their job and hence the company.

Project Requirement

- Realistic images will be provided.
- There needs to be quiz with 80% as passing score.
- It needs to be developed in multiple languages (Japanese, Chinese, French & Spanish) with audio.
- The course needs to be launched within 30 days.
- It can be built using any development tool and with easy navigation.

Learning Requirements

The learners are sales representatives of the company who need to access the course on their personal computers through LMS. A day is allotted for the learner to go through the entire course. Later, he can view any topic of the course as many times he needs to for reference, or randomly.

Key Challenges

- The course needs to be translated into multiple languages. This may affect the page size.
- Audio synchronization is difficult for multiple languages as this might differ in volume for each language.
- There are different levels of sales representatives—experienced and freshers. Freshers may therefore find it difficult to understand a few terms.
- Learners cannot retain the entire information while visiting the customers

Our Approach

A guided learning approach was implemented and the Product Manager was the guide of the course who introduced the company and its products. For the introduction, he was shown visually and then his voiceover was used throughout the course to better engage and emotionally involve the learners.

The course was so designed that it could be easily translated into several languages, by avoiding cultural nuances that could affect learning outcomes.

Job aids were provided in the course to assist the learners while visiting the customers.

Also, descriptions for complex terms were provided to help fresher's to better understand new concepts.

Sample Screenshots:

