

Design Document

Using Body Language Effectively

Business Purpose	Midwest Mobile has several new and inexperienced sales staff. Sales have dropped slightly with the turnover, and the HR Director feels that the staff could use some training on using good body language in order to make customers feel listened to and cared about.
Target Audience	New salespeople and new hires. Salespeople who have worked for MM for under three months will take this training.
Training Time	20 minutes
Training Recommendations	• E-learning with simulations • Learners will identify situations where good body language was used • Knowledge checks and a graded quiz will evaluate learning
Deliverables	1 e-learning Rise course focusing on good body language 1 design document
Learning Objectives	• identify body language "tells" • evaluate how body language can be used to your advantage in a customer interaction • distinguish between good and bad body language in a customer interaction
Training Outline	Introduction / Learning Objectives Identifying Non-Verbal Communication - Statistics - Body Language "Tells": - Voice - Fidgeting - Posture - Facial Expression - Hand Gestures - Proximity Using Good Body Language in Customer Interactions - Eyes - Face - Hands - Posture - Proximity Knowledge Check

	Assessing Body Language (flip card interaction) Sales Scenarios - Natalie the salesperson is having a bad day and is ready for a break when another customer walks in. How should she react? - Natalie is expecting an important phone call from her doctor. As her customer is browsing phones, she feels a call vibrate in her pocket. What should Natalie do? Final Assessment (5 questions with 80% pass rate)
Evaluation Plan	Knowledge check and final graded quiz at end of assessment. 30- and 60-day sales records will be monitored to see what effect the training has had on individual sales.