604
On Demand and Just in Time: Using Interactive PDFs for Side-by-side Training

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You want outcomes? Here they are.

1. You’ll see how a need for flexible, consistent, and on-demand training was conceptualized.

2. You’ll explore a unique & blended learning solution on how Comcast implements training...using a mobile device.
Account Executives were using marketing tactics and whatever they could find locally to tell store dealers and employees about XFINITY products and how to position our products. There was no consistency, information was often incomplete, which led to the Account Executive's often dropping marketing collateral at the stores before opening hours with little to no interaction with the store teams.
Let’s hear from you...

Where do you struggle with inconsistent training materials and outdated paper trails?
What was done...

Account Executive needs to upskill store team on a new product enhancement.

She reads what’s coming from our playbook that provides an overview for them.

She opens the one-pagers she needs and she’s ready for training!

She heads to the website using her tablet with the list of the one-pagers.
The result...
Account Executives are using less paper, delivering a consistent message, and being strategic in how they provide information and training to store teams.
Want to see it?
Of course you do!
7.1 WHAT IS A SAMPLE TRAINING AGENDA?

I'VE GOT 15 MINUTES.
Show with a video from the XFINITY TV - X1 Resources.
Share features, benefits, and advantages of X1.
Ask how could they bring up XFINITY during their sales conversation.
Review bridging phrases and challenge them to memorize their favorite.
Review discovery questions.
Pick one customer scenario and role play a sales conversation from start to finish.

I'VE GOT 30 MINUTES.
Start with a quick icebreaker.
Show with a video from the XFINITY Internet – XFINITY WiFi.
Share features, benefits, and advantages of XFINITY WiFi.
Ask how could they bring up XFINITY WiFi during their sales conversation.
Review the XFINITY sales process and compare it to how they sell their current products.
Read through the Internet Role Play Example.
Pick one customer scenarios and use the instructions in the PDF to role play the sales conversation.
There was even a contest to demonstrate how it was used....

These are our favorites from the winner...
Did it make a difference?

With a launch in late 2015, there were 215 unique downloads... In a channel of 167 Account Executives. What does this mean? AEs are teaching their store teams, and their store teams are coming back for more.
If you can envision a similar framework, consider mapping out the visual of the user experience. The “How to Use” toolkit was a direct output of that mapping to make sure AEs and their managers understood what the one-pagers were and what they were meant to accomplish with their store teams.
Your Turn...

Based on what we’ve talked about, how could a similar solution work for the paper struggle you thought about earlier?
Questions?
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