

SINS - Tailor Made Program Development

making the program most relevant for your team:

our goal is for the participant to think that your facilitator is actually a part of your team - not an external consultant with generic templates.

below are the major steps that we take to ensure that your program is tailor made including your products, brands, market, customers & competitors.

Step 1: Understand Your Reality

- Market Data
- Brand Marketing Plan
- Senior Mgt. Interview
- Participant Survey
- Annual Report Review
- Retailer Interview
- Retail Visits

Client Input:

Latest panel data, brand launch decks.
Senior Mgr. Interview (30 min.)
Participant Survey (15 min.)
Retailer Interview (30 min.)

Step 2: Adapt Learning Materials

- Client Terminology
- Client Sales Process
- Relevant Industry Examples
- Co-Branded Materials

Client Input:

Review of base materials and provide feedback on which elements can / should be customized to fit the client reality.

Step 3: Build Custom Case Study

- Current Business Issue
- Integrates Key Learning
- Simulates Participant Role
- Allows for Role Play

Client Input:

Sales Manager to provide relevant details of a current business issue around which a case study can be built.

Step 4: Client Review

- Learning Materials
- Custom Case Study
- Make Adjustments

Client Input:

Review of Materials & Case Study by Learning Manager & at least one Sales Manager.