

Module Title: Customer Service

Target Audience: Store employees, including sales associates, management and delivery drivers, aged 21-60; male and female; from high school to college educated; lower middle-class to middle-class. Some employees had prior customer service training at other jobs, but most are entry-level, as there was not any training developed when they began working at Fred's Furnishings.

Learning Objectives:

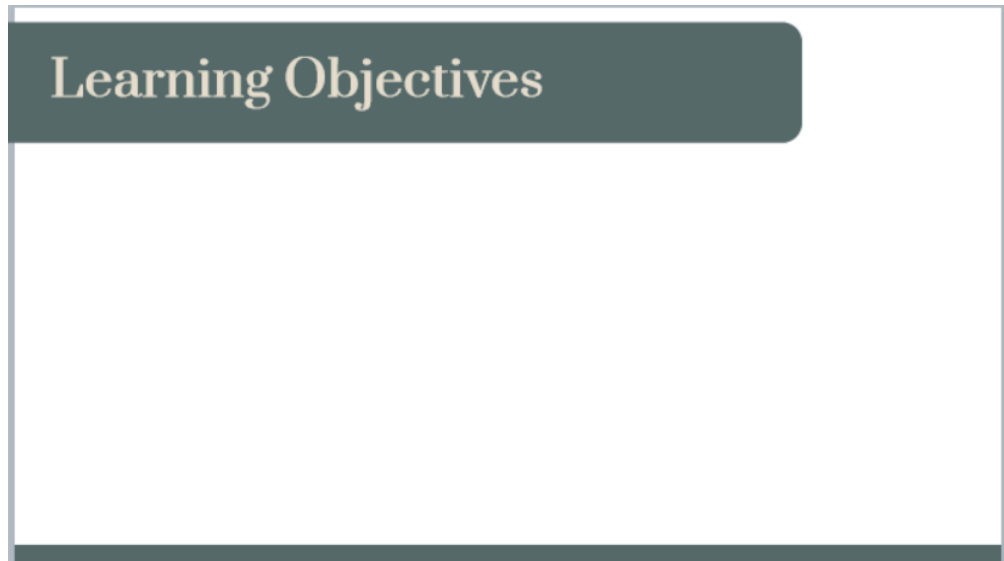
Terminal LOs:

1. By the end of this course, the learner will be able to utilize effective communication skills to provide quality customer service.
2. By the end of this course, the learner will be able to make a connection by anticipating their needs.

Seat Time: 15 minutes

Outline:

- Welcome
- Navigation
- Scenario
- Learning Objectives
- Effective Communication
- Customer Mindsets
- Identifying Customer Mindsets
- Knowledge Check
- Vital Customer Service Skills
- Effective Communication
- Connecting with Your Customer
- Making a Connection
- Listen & Respond Attentively
- Assessing Needs & Interests
- Customer Interaction
- Assessment
- Summary
- Congratulations






Font:

Articulate (body)

Prata (bold; headings(size 36); buttons(size 18))

Color Palette:

	HEX #56696C
	HEX #C2AEA3
	HEX #7C8479
	HEX #9FA086
	HEX #A5B592
	HEX #E6E8DF

Global Comments:

- Slide dimensions are 16:9 ratio with slide size (960X540)
- All slides and layers will show a custom top and bottom border using a custom color palette (image shown on storyboard cover sheet)
- Use Modern Player in Storyline.
- Use custom color scheme for shapes throughout (see Color Palette on storyboard cover sheet); white font on colored background / black font on white background
- Use a light color from the color scheme for the background on slides that don't have a background image
- The title bar should fly in from the left at the beginning of each slide
- Next button will go to the next slide unless stated

Slide: 1.1 / Menu Title: Welcome			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>No top/bottom border</p> <p>Background image: Photographic image of a person portraying customer service. Image is slightly transparent.</p> <p>Course title set in a shape overlaying the background image.</p> <p>Custom Start and Navigation buttons.</p>	<p>[Slide Title] Customer Service</p> <p>[Buttons]</p> <p>START</p> <p>NAVIGATION</p>	<p>Welcome to the Customer Service training course.</p> <p>To begin the course, click the start button.</p> <p>For a tutorial on how to navigate through the course, click the navigation button.</p>	<p>The Start and Navigation buttons will fade in time with the VO reference.</p> <p>The Start button will jump to slide 1.3.</p> <p>The Navigation button will jump to the next slide (slide 1.2).</p> <p>Next and Previous buttons are hidden.</p>
Notes:			

Slide: 1.2 / Menu Title: Navigation			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Player shows the Menu on the left.</p> <p>Background image: Image of the Welcome slide or of a person looking curious, centered on the slide.</p> <p>Information markers with caption bubbles to explain player features.</p>	<p>[Slide Title] Navigation</p> <p>[Markers]</p> <p>Next -Click here to go to the next slide.</p> <p>Previous -Click here to go to the previous slide.</p> <p>Full Screen -Click here to make the player full screen</p> <p>Settings -Click here for the settings of the</p>	<p>Hover over each information icon to learn how to navigate through the course.</p>	<p>Markers will fade in as audio begins.</p>

	player Volume -Click here to adjust the volume Replay -Click here to replay a video or slide. Seek Bar -You can scroll the seek bar to move backwards and forwards on a slide. Play/Pause -Click here to play or pause a video. Menu -Click here to open the content menu.		
Notes:			

Slide: 1.3 / Menu Title: Scenario			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Background image - casual furniture store setting</p> <p>This slide begins with the image of the furniture store and a VO intro leading to a customer service scenario. Laura (sales associate) avatar will appear on the left side of the slide facing forward.</p> <p>Laura has 3 poses: smiling, thinking, excited</p> <p>Laura changes from smiling to thinking to excited as the</p>	<p>[Slide Title] Customer Service Scenario</p> <p>[Narrator caption] Let's take a look at a customer service scenario.</p> <p>Laura is a new Sales Associate at Fred's Furnishings.</p> <p>She isn't quite sure how to make a connection with her customers so she can anticipate their needs.</p> <p>Let's help her out!</p>	<p>[Narrator] Let's take a look at a customer service scenario.</p> <p>Laura is a new Sales Associate at Fred's Furnishings.</p> <p>She isn't quite sure how to make a connection with her customers so she can anticipate their needs.</p> <p>Let's help her out!</p>	<p>Narrator caption shapes will be displayed on the slide timed with the VO audio.</p> <p>Slide begins with title, background image and VO intro.</p> <p>Laura then appears on the left facing the front.</p> <p>Laura changes poses with the VO audio.</p> <p>Next button will be hidden on this slide until the VO is completed.</p>

narrator's VO goes along.			Next button will jump to the next slide.
Notes:			

Slide: 1.4 / Menu Title: Objectives			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left of the slide facing the front, smiling.</p> <p>The learning objectives will appear on the right side of the slide. The objective text will appear in two similarly styled rectangles (one for each objective). The rectangle should use palette colors.</p>	<p>[Slide Title] Learning Objectives</p> <p>[Narrator VO] By the end of this course, Laura will know how to:</p> <p>[Learning Objectives] ...Communicate effectively by utilizing vital skills to provide quality customer service and</p> <p>...anticipate customer needs by making a connection.</p>	<p>[Narrator VO] By the end of this course, Laura will know how to:</p> <p>...Communicate effectively by utilizing vital skills to provide quality customer service and</p> <p>anticipate customer needs by making a connection.</p> <p>Click on the next button to learn more.</p>	<p>The learning objectives text will fade in time with the VO.</p> <p>Next button is disabled until the VO audio is completed.</p>
Notes:			

Slide: 1.5 / Menu Title: Effective Communication			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Insert a video of a customer shopping or a sales associate helping a customer.</p>	<p>[Slide Title] Effective Communication with Your Customers</p>	<p>[Narrator] To be able to understand your customers, you must first learn</p>	<p>Video fades in after the VO says "To be able to understand your customers" and fades out after</p>

<p>Laura is positioned on the right of the slide, facing front, with a happy expression.</p> <p>Slide text is positioned on the left side of the slide.</p>	<p>Mindset, an attitude or expectation about an experience.</p> <ul style="list-style-type: none"> Shape the customer service experience Best fit their expectations 	<p>that there are various types of customers.</p> <p>Each customer has their own mindset, an attitude or expectation about an experience.</p> <p>Identifying a customer's mindset will help you shape the customer service experience to best fit their expectations.</p> <p>Let's take a look at the different types of customers.</p>	<p>"various types of customers."</p> <p>On the left side of the screen, the on slide text will fade in time with the VO.</p> <p>Laura fades in with the VO when it says "Let's take a look at the different types of customers."</p> <p>Slide automatically transitions to the next slide when VO audio ends.</p>
<p>Notes:</p>			

Slide: 1.6 / Menu Title: Customer Mindsets			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide pointing to the right side of the slide.</p> <p>On the right are six rectangles, three in two rows, each labeled with a customer mindset. Use the same color from the palette for the rectangles.</p>	<p>[Slide Title] Customer Mindsets</p> <p>[Rectangle Labels] Comparison Shopper</p> <p>Recreational Shopper</p> <p>Impulse Buyer</p> <p>Trendsetter</p> <p>Follower</p> <p>Loyal Customer</p>	<p>[Narrator] Customer Mindsets</p> <p>Let's help Laura learn more about customer mindsets.</p> <p>Click each button to explore the different types.</p>	<p>This is the base layer for this slide. The rectangles will act as custom buttons. When the learner clicks each one, they will open each corresponding layer.</p> <p>The Next button in the player will be hidden from the learner until all six rectangles have been visited. The learner will return to the base layer after visiting each layer.</p> <p>Buttons/Layers Comparison Shopper - 1.6a Recreational Shopper - 1.6b</p>

			<p>Impulse Buyer - 1.6c Trendsetter - 1.6d Follower - 1.6e Loyal Customer - 1.6f</p> <p>The rectangles will have visited states so when the learner returns to the base layer, it is clear which rectangle they've already viewed.</p> <p>The rectangles will fade in with the VO when it says "Help Laura learn more..."</p>
Notes:			

Slide: 1.6a / Menu Title: Comparison Shopper [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>A large rectangular border using a color from the palette with a white rectangle on top.</p> <p>A graphic of a person online shopping appears on the left side within the white rectangle. The text appears on the right side within the white rectangle.</p> <p>Only the title and bottom border of the base layer are visible so it appears part of the base layer.</p>	<p>[Layer Title] Comparison Shopper</p> <p>[Layer Text] These customers:</p> <ul style="list-style-type: none"> • check out products and prices through websites • visit different stores • compare advertisements <p>As the sales associate, you should:</p> <ul style="list-style-type: none"> • ask open-ended questions • why, how or what 	<p>[Narrator] The comparison shopper spends a lot of time checking out products and prices through online sites, visiting different stores, and comparing advertisements.</p> <p>When helping a comparison shopper, you always want to ask open-ended questions that will provide answers to pinpoint the customer's needs or wants.</p> <p>These questions often start with why, how, or what to help start a</p>	<p>This layer corresponds with the Comparison Shopper rectangle button.</p> <p>Large rectangle appears with graphic and text.</p> <p>Learner will click an X icon to close the layer and return to the base layer.</p>

		conversation.	
Notes: <ul style="list-style-type: none"> 			

Slide: 1.6b / Menu Title: Recreational Shopper [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>This layer has the same layout as the previous layer, except the graphic should be a person or people shopping for fun.</p>	<p>[Layer Title] Recreational Shopper</p> <p>[Slide Text] These customers:</p> <ul style="list-style-type: none"> • view shopping as a fun occasion • enjoy walking through stores • enjoy trying on things • enjoy testing things out <p>As a sales associate, you should:</p> <ul style="list-style-type: none"> • check-in on them 	<p>[Narrator] The recreational shopper views shopping as a fun occasion.</p> <p>They enjoy walking through stores, trying on things, and testing things out.</p> <p>This shopper does not need to make a purchase, as they enjoy just browsing around stores looking at all of the products.</p> <p>To provide customer service to a recreational shopper, simply check in on them from time to time to make sure they don't have any questions or need any help.</p>	<p>This layer corresponds with the Recreational Shopper rectangle button.</p> <p>Large rectangle appears with graphic and text, the same as other layers.</p> <p>Learner will click an X icon to close the layer and return to the base layer.</p>
Notes:			

Slide: 1.6c / Menu Title: Impulse Buyer [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
This layer has the same layout as the previous layer, except the graphic should be an image of impulse purchase items.	<p>[Layer Title] Impulse Buyer</p> <p>[Slide Text] These customers:</p> <ul style="list-style-type: none"> • make quick purchase decisions • purchase inexpensive items <p>As a sales associate, you should:</p> <ul style="list-style-type: none"> • offer discounts and promotions 	<p>[Narrator] The impulse buyer makes quick purchase decisions, often for inexpensive items without high importance to the buyer.</p> <p>You can provide quality customer service to an impulse buyer by informing them about a limited time discount or promotion.</p> <p>They'll feel valued and appreciated for the savings.</p>	<p>This layer corresponds with the Impulse Buyer rectangle button.</p> <p>Large rectangle appears with graphic and text, the same as other layers.</p> <p>Learner will click an X icon to close the layer and return to the base layer.</p>
Notes:			

Slide: 1.6d / Menu Title: Trendsetter [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
This layer has the same layout as the previous layer, except the graphic should be a person shopping for or buying the latest technology.	<p>[Layer Title] TrendSetter/Trend Buyer</p> <p>[Slide Text] These customers are:</p> <ul style="list-style-type: none"> • first to purchase the latest fashion trends • first to try the new restaurants • first to see the newest movie 	<p>[Narrator] An innovative/trendsetter customer wants to be the first to purchase the latest fashion trend, car, or newest technology, as well as try the just opened restaurant and see the newest movie.</p> <p>They want to be the trendsetter.</p> <p>To provide quality customer</p>	<p>This layer corresponds with the Trendsetter rectangle button.</p> <p>Large rectangle appears with graphic and text, the same as other layers.</p> <p>Learner will click an X icon to close the layer and return to the base layer.</p>

	<ul style="list-style-type: none"> trend-setters <p>As a sales associate, you should:</p> <ul style="list-style-type: none"> demonstrate new products 	<p>service to a trendsetter, demonstrate how easy it is to use the latest cell phone and then put it in their hands so they can see how easy it is.</p> <p>They're sure to buy it!</p>	
Notes:			

Slide: 1.6e / Menu Title: Follower [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>This layer has the same layout as the previous layer, except the graphic should be a person shopping asking for help or shopping with a friend and looks interested in what they are buying.</p>	<p>[Layer Title] Follower</p> <p>[Slide Text] These customers:</p> <ul style="list-style-type: none"> find out what is “trendy” before making a purchase see what everyone else buys before making their decision <p>As a sales associate, you should:</p> <ul style="list-style-type: none"> provide reviews get coworker opinions 	<p>[Narrator] A follower is a customer that finds out what is trendy before making a purchase.</p> <p>They want to see what everyone else is buying before making their decision.</p> <p>To provide quality customer service to a follower, provide information such as reviews on the product.</p> <p>Also, ask your coworkers to give their perspective.</p> <p>Often a follower will make their decision based on the workers' opinions.</p>	<p>This layer corresponds with the Follower rectangle button.</p> <p>Large rectangle appears with graphic and text, the same as other layers.</p> <p>Learner will click an X icon to close the layer and return to the base layer.</p>
Notes:			

Slide: 1.6f / Menu Title: Loyal Customer [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>This layer has the same layout as the previous layer, except the graphic should be a person holding brand name shopping bags and looks happy.</p>	<p>[Layer Title] Loyal Customer</p> <p>[Slide Text] These customers:</p> <ul style="list-style-type: none"> • stay true to a specific store • stay true to company values and beliefs • become loyal to sales associates <p>As a sales associate, you should:</p> <ul style="list-style-type: none"> • keep a living record of customer info 	<p>[Narrator] Loyal customers stay true to a specific store based on repeated and valued positive customer experience with the retailer or the products.</p> <p>To provide quality customer service to a loyal customer, make sure you stay true to the company's values and beliefs, because the customer already acknowledges them and agrees with them.</p> <p>Sometimes, loyal customers become loyal to particular sales associates.</p> <p>Take note of this if you end up with some because you want to keep them as regulars.</p>	<p>This layer corresponds with the Loyal Customer rectangle button.</p> <p>Large rectangle appears with graphic and text, the same as other layers.</p> <p>Learner will click an X icon to close the layer and return to the base layer.</p>
Notes:			

Slide: 1.7 / Menu Title: Identifying Customer Mindsets			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide, ready to learn.</p> <p>To the right of Laura, are three rectangles(buttons), in one row, each labeled. Use the same color from the palette for the buttons.</p>	<p>[Slide Title] Identifying Customer Mindsets</p> <p>[Buttons] Scenario 1</p> <p>Scenario 2</p> <p>Scenario 3</p>	<p>[Narrator] Now that you helped Laura understand the different types of Customer Mindsets, it's time to help her identify a customer's mindset when they enter the store so she knows how to deliver the best customer service.</p> <p>Click on each button to view the different scenarios and determine the customer's mindset.</p>	<p>This is the home slide for a branching to three slides, one for each rectangle shown on the screen. The rectangles are buttons. When the learner clicks each one, they will jump to the corresponding slide.</p> <p>Scenario 1 - Jumps to 1.8 Scenario 2 – Jumps to 1.9 Scenario 3 – Jumps to 1.10</p> <p>The Next button in the player will be hidden from the learner until all three rectangles are selected and therefore all three branching slides are visited. The learner will be returned to this home slide after visiting each slide linked to each of the three rectangles.</p> <p>The rectangles will have visited states so when the learner returns to this home slide, it is clear which rectangle they've already viewed.</p>

			<p>The three rectangles are restricted to the learner until the Narrator VO ends. Once the buttons are released, the learner will be able to click on them in any order.</p> <p>Once the learner views the three slides that branch from this one, the Next button will be displayed.</p> <p>The Next button will jump to Slide 1.11.</p>
Notes:			

Slide: 1.8 / Menu Title: Scenario 1			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide facing forward, smiling for her VO. Laura transitions into a thinking pose when her “Hmm...” thought bubble appears.</p> <p>Carlos is on the right side of the slide facing Laura, talking.</p> <p>KC questions should be on the</p>	<p>[Slide Title] Scenario 1</p> <p>[Laura Caption] Welcome! How may I help you?</p> <p>[Carlos Caption] Hi, I’m Carlos.</p>	<p>[Laura VO] Welcome! How may I help you?</p> <p>[Carlos VO] Hi, I’m Carlos.</p> <p>I need a new entertainment system.</p>	<p>This slide is a multiple-choice KC interaction with a scenario question.</p> <p>Laura will fade in with her VO/caption bubble and will remain until she transitions to her thinking pose.</p> <p>Carlos will fade in with his VO and</p>

<p>right side of the slide with Laura remaining on the slide with her thought bubble.</p> <p>Insert a rectangle behind the KC questions and change the background of the rectangle to a color of the palette.</p> <p>Use this same layout(Laura, Customer, KC rectangle) for all 3 scenario slides.</p>	<p>I need a new entertainment system.</p> <p>I like to keep up with the latest and greatest technology.</p> <p>[Laura Thought Bubble] Hmm...</p>	<p>I like to keep up with the latest and greatest technology.</p> <p>[Narrator] What should Laura's response be to Carlos based on his customer mindset?</p> <p>Select the best response.</p>	<p>will fade out when his VO ends. His text will fade in and out with his VO.</p> <p>The KC questions and rectangle background will fade in when the VO says "Select the best response."</p> <p>The learner will have two attempts.</p> <p>When the learner clicks Submit, it will show either the Correct or Try Again layer on the first attempt.</p> <p>After the second attempt, the learner will see either the Correct or Incorrect layer.</p>
<p>Notes:</p>			

Slide: 1.8a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide smiling, looking proud and happy.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p>	<p>[Slide Title] Correct</p> <p>[Slide Text] That's right!</p> <p>You have selected the correct response to Carlos based on his customer mindset!</p>	<p>[Narrator] That's right!</p> <p>You have selected the correct response to Carlos based on his customer mindset!</p> <p>Click the continue button to bring Laura back to the other</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Continue button jumps to Slide 1.7</p>

The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.	[Button] Continue	scenarios.	
Notes:			

Slide: 1.8b / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Layer Title] Incorrect</p> <p>[Slide Text] That's incorrect.</p> <p>You have not selected the correct response to Carlos based on his customer mindset.</p> <p>[Button] Continue</p>	<p>[Narrator] I'm sorry.</p> <p>You have not selected the correct response to Carlos based on his customer mindset.</p> <p>Click the continue button to bring Laura back to the other scenarios.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Continue button jumps to Slide 1.7</p>
Notes:			

Slide: 1.8c / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Slide Title] Try Again</p> <p>[Slide Text] That's incorrect.</p> <p>Please try again.</p> <p>[Button] Try Again</p>	<p>[Narrator] That's incorrect.</p> <p>Please try again.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Try Again button jumps to the base layer to allow the learner to retry the knowledge check.</p>
Notes:			

Slide: 1.9 / Menu Title: Scenario 2			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Joseph is on the right side of the slide facing Laura, talking.</p> <p>The rest is the same layout as slide 1.8</p>	<p>[Slide Title] Scenario 2</p> <p>[Laura Caption] Welcome! How may I help you?</p> <p>[Joseph Caption] Hi! I'm Joseph.</p> <p>I've been searching online for a sectional sofa.</p> <p>I really like to get the best deal for</p>	<p>[Laura VO] Welcome! How may I help you?</p> <p>[Joseph VO] Hi! I'm Joseph.</p> <p>I've been searching online for a sectional sofa.</p> <p>I really like to get the best deal for my money.</p> <p>[Narrator]</p>	<p>This slide is a multiple-choice KC interaction with a scenario question.</p> <p>Laura will fade in with her VO/caption bubble and will remain until she transitions to her thinking pose.</p> <p>Joseph will fade in with his VO and will fade out when his VO ends. His text will fade in and out with his VO.</p>

	<p>my money.</p> <p>[Laura Thought Bubble] Hmm...</p>	<p>What should Laura's response be to Joseph based on his customer mindset?</p> <p>Select the best response.</p>	<p>The KC questions and rectangle background will fade in when the VO says "Select the best response."</p> <p>The learner will have two attempts.</p> <p>When the learner clicks Submit, it will show either the Correct or Try Again layer on the first attempt.</p> <p>After the second attempt, the learner will see either the Correct or Incorrect layer.</p>
Notes:			

Slide: 1.9a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide smiling, looking proud and happy.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Slide Title] Correct</p> <p>[Slide Text] That's right!</p> <p>You have selected the correct response to Joseph based on his customer mindset!</p> <p>[Button] Continue</p>	<p>[Narrator] That's right!</p> <p>You have selected the correct response to Joseph based on his customer mindset!</p> <p>Click the continue button to bring Laura back to the other scenarios.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Continue button jumps to Slide 1.7</p>
Notes:			

Slide: 1.9b / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Layer Title] Incorrect</p> <p>[Slide Text] That's incorrect.</p> <p>You have not selected the correct response to Joseph based on his customer mindset.</p> <p>[Button] Continue</p>	<p>[Narrator] I'm sorry.</p> <p>You have not selected the correct response to Joseph based on his customer mindset.</p> <p>Click the continue button to bring Laura back to the other scenarios.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Continue button jumps to Slide 1.7</p>
Notes:			

Slide: 1.9c / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Slide Title] Try Again</p> <p>[Slide Text] That's incorrect.</p> <p>Please try again.</p> <p>[Button] Try Again</p>	<p>[Narrator] That's incorrect.</p> <p>Please try again.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Try Again button jumps to the base layer to allow the learner to retry the knowledge check.</p>

Notes:

Slide: 1.10 / Menu Title: Scenario 3			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Terri is on the right side of the slide facing Laura, talking.</p> <p>The rest is the same layout as slide 1.8</p>	<p>[Slide Title] Scenario 3</p> <p>[Laura Caption] Welcome! How may I help you?</p> <p>[Terri Caption] Hi! I'm Terri.</p> <p>I'm just shopping with my friends.</p> <p>We are just looking around, browsing, having a little fun!</p> <p>[Laura Thought Bubble] Hmm...</p>	<p>[Laura VO] Welcome! How may I help you?</p> <p>[Terri VO] Hi! I'm Terri.</p> <p>I'm just shopping with my friends.</p> <p>We are just looking around, browsing, having a little fun!</p> <p>[Narrator] What should Laura's response be to Terri based on her customer mindset?</p> <p>Select the best response.</p>	<p>This slide is a multiple-choice KC interaction with a scenario question.</p> <p>Laura will fade in with her VO/caption bubble and will remain until she transitions to her thinking pose.</p> <p>Terri will fade in with her VO and will fade out when her VO ends. Her text will fade in and out with her VO.</p> <p>The KC questions and rectangle background will fade in when the VO says "Select the best response."</p> <p>The learner will have two attempts.</p> <p>When the learner clicks Submit, it will show either the Correct or Try Again layer on the first attempt.</p> <p>After the second attempt, the learner will see either the Correct or Incorrect layer.</p>
Notes:			

Slide: 1.10a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide smiling, looking proud and happy.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Slide Title] Correct</p> <p>[Slide Text] That's right!</p> <p>You have selected the correct response to Terri based on his customer mindset!</p> <p>[Button] Continue</p>	<p>[Narrator] That's right!</p> <p>You have selected the correct response to Terri based on his customer mindset!</p> <p>Click the continue button to bring Laura back to the other scenarios.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Continue button jumps to Slide 1.7</p>
Notes:			

Slide: 1.10b / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Layer Title] Incorrect</p> <p>[Slide Text] That's incorrect.</p> <p>You have not selected the correct response to Terri based on his customer mindset.</p> <p>[Button] Continue</p>	<p>[Narrator] I'm sorry.</p> <p>You have not selected the correct response to Terri based on his customer mindset.</p> <p>Click the continue button to bring Laura back to the other scenarios.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Continue button jumps to Slide 1.7</p>

Notes:

Slide: 1.10c / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Slide Title] Try Again</p> <p>[Slide Text] That's incorrect.</p> <p>Please try again.</p> <p>[Button] Try Again</p>	<p>[Narrator] That's incorrect.</p> <p>Please try again.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Try Again button jumps to the base layer to allow the learner to retry the knowledge check.</p>
Notes:			

Slide: 1.11 / Menu Title: Knowledge Check			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the right side of the slide in a thinking pose.</p> <p>Customer mindset options are on the left side of the slide listed above each other. Matching drop-down scenario options are to the right.</p>	<p>[Slide Title] Knowledge Check</p> <p>[Directions] Match the customer mindset with the scenario.</p> <p>[use the drop-down scenario list to match the customer mindset</p>	<p>[Narrator] It's knowledge check time!</p> <p>Help Laura match the following customer mindsets with each scenario.</p> <p>Press the Submit button when finished.</p>	<p>This slide is a matching drop-down knowledge check interaction.</p> <p>There are five customer mindsets to match five scenarios. The learner will use the drop-down to select which scenario matches each customer mindset.</p>

	<p>on the left]</p> <ul style="list-style-type: none"> • Recreational Shopper[Sarah loves to shop with her friends and try clothes on for fun.] • Comparison Shopper[Mark researches online and visits stores to look for the best deal.] • Impulse Buyer[Julie likes to buy the first thing she sees.] • Follower[Kathryn usually waits to see what new cell phone her best friend Melissa buys before making a decision.] • Innovation/Trend Buyer[John is always one of the first in line to buy the new PlayStation when they come out.] 		<p>Allow 2 attempts in the form settings.</p> <p>When the learner clicks Submit, it will show either the Correct or Try Again layer on the first attempt.</p> <p>The scenarios do not reset for the second attempt.</p> <p>After the second attempt, the learner will see either the Correct or Incorrect layer.</p>
Notes:			

Slide: 1.11a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Laura is on the left side of the slide smiling, looking proud and happy.	<p>[Layer Title] Correct</p> <p>[Slide Text]</p>	<p>[Narrator] That's right!</p> <p>You have helped Laura correctly</p>	Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom

<p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>That's right!</p> <p>You have helped Laura correctly identify all of the customer mindsets!</p> <p>[Buttons] Continue Review</p>	<p>identify all of the customer mindsets!</p> <p>If you'd like to review the information from the knowledge check, click the review button. If you're ready to move on, click the continue button to help Laura learn how to effectively communicate with customers.</p>	<p>border.</p> <p>Continue button jumps to Slide 1.12</p> <p>Review button jumps to Slide 1.13</p>
<p>Notes:</p>			

Slide: 1.11b / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Layer Title] Incorrect</p> <p>[Slide Text] I'm sorry.</p> <p>You have not helped Laura correctly identify all of the customer mindsets.</p> <p>[Button] Review</p>	<p>[Narrator] I'm sorry.</p> <p>You have not helped Laura correctly identify all of the customer mindsets.</p> <p>Click the review button for a knowledge check review.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Review button jumps to Slide 1.13</p>
<p>Notes:</p>			

Slide: 1.11c / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The buttons are centered side by side below the slide text. The buttons are a color from the palette.</p>	<p>[Slide Title] Try Again</p> <p>[Slide Text] That's incorrect. Please try again.</p> <p>[Button] Try Again</p>	<p>[Narrator] That's incorrect. Please try again.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Try Again button jumps to the base layer to allow the learner to retry the knowledge check.</p>
Notes:			

Slide: 1.12 / Menu Title: Vital Customer Service Skills			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>The entire slide is taken up by an accordion interaction.</p> <p>Eight tabs displaying the tab titles take up about 2/3 of the</p>	<p>[Slide Title] Vital Customer Service Skills</p> <p>[Tabs] Product Knowledge</p>	<p>[Narrator] In addition to deciphering customer mindsets, it's important to have vital customer service skills.</p>	<p>This is the base layer for this slide.</p> <p>All tabs will be disabled until the VO completes.</p>

<p>accordion area, and are shown vertically, leaving the remainder space for content to show within the accordion frame.</p> <p>The closed accordion will show on the screen to start. There is nothing to the right of the accordion before the learner clicks the first tab.</p> <p>When the learner clicks on each tab, it will pop to its open position and display the information for that tab.</p> <p>Tabs should be the same palette color. All layers, the “open” section of each accordion area, should have the same background palette color(different from the tab color).</p>	<p>Patience Communication Problem Solving Emotional Intelligence Empathy Tenacity Drive to Learn</p>	<p>Let's help Laura learn more about what skills she should develop.</p> <p>Click each tab to learn more.</p>	<p>The learner can click on tabs in any order and they will show the corresponding slide layer. When the learner clicks on each tab, the accordion will “pop” open to the corresponding layer.</p> <p>The Next button in the player will be restricted until all eight tabs have been visited and viewed. The tabs will have visited states so it is clear which tab they've already viewed.</p> <p>When the learner clicks on the Next button, it will jump to Slide 1.14</p>
Notes:			

Slide: 1.12a / Menu Title: Product Knowledge [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Text is left aligned in the pop-out box.</p> <p>X icon is in the top left corner.</p> <p>X will fade in at the end of the VO.</p>	<p>[Layer Title] Product Knowledge</p> <p>[Slide Text] Study your company's products and services.</p> <p>This will help to understand the</p>	<p>[Narrator] Study your company's products and services.</p> <p>You can accomplish this by completing any online product training that's available and reading any manufacturer</p>	<p>Learner will click an X icon to be automatically brought back to the base layer. Layer will be hidden when the learner clicks the icon.</p>

	customers' experience better and position yourself as their strongest advocate.	<p>product information brochure provided.</p> <p>When customers have a question that you do not know the answer to, allow a coworker to help you, listen to the answer, and then learn the information so you can adequately assist your customers next time.</p> <p>This will help to understand the customers' experience better and position yourself as their strongest advocate.</p>	X should be restricted until the end of the VO.
Notes:			

Slide: 1.12b / Menu Title: Patience [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Text is left aligned in the pop-out box.</p> <p>X icon is in the top left corner.</p> <p>X will fade in at the end of the VO.</p>	<p>[Layer Title] Patience</p> <p>[Slide Text] Taking a genuine interest in customers' problems with patience is something customers recognize and greatly appreciate.</p>	<p>[Narrator] Taking a genuine interest in customers' problems with patience is something customers recognize and greatly appreciate.</p> <p>Allow your customer to express their feelings about what they like and dislike to better understand their needs and wants.</p> <p>Make sure you do not rush your customer into making a decision</p>	<p>Learner will click an X icon to be automatically brought back to the base layer. Layer will be hidden when the learner clicks the icon.</p> <p>X should be restricted until the end of the VO.</p>

		that they may regret later, resulting in a returned product and a possibly negative review.	
Notes:			

Slide: 1.12c / Menu Title: Communication [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Text is left aligned in the pop-out box.</p> <p>X icon is in the top left corner.</p> <p>X will fade in at the end of the VO.</p>	<p>[Layer Title] Communication</p> <p>[Slide Text] As your company's voice, you must simplify complex concepts for customers using eye contact, body language and positive language.</p>	<p>[Narrator] As your company's voice, you must simplify complex concepts for customers using eye contact, body language and positive language.</p> <p>Let your customers know that they have your full attention by remaining focused on them and their needs.</p> <p>Keep the conversation positive by concentrating on how products can benefit your customers and meet their needs.</p> <p>You can accomplish this by asking open-ended questions that create open communication to find out exactly what your customer is looking for and you can make proper recommendations.</p>	<p>Learner will click an X icon to be automatically brought back to the base layer. Layer will be hidden when the learner clicks the icon.</p> <p>X should be restricted until the end of the VO.</p>
Notes:			

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Slide: 1.12d / Menu Title: Problem Solving [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Text is left aligned in the pop-out box.</p> <p>X icon is in the top left corner.</p> <p>X will fade in at the end of the VO.</p>	<p>[Layer Title] Problem Solving</p> <p>[Slide Text] Sales representatives who can problem-solve well can offer proactive advice to customers.</p>	<p>[Narrator] Sales representatives who can problem-solve well can offer proactive advice to customers.</p> <p>Being knowledgeable about what is available to your customers allows you to easily apply the best solution for their needs.</p> <p>When you're able to quickly find solutions to issues, customers find it comforting to know they can rely on the company and are more likely to return.</p>	<p>Learner will click an X icon to be automatically brought back to the base layer. Layer will be hidden when the learner clicks the icon.</p> <p>X should be restricted until the end of the VO.</p>
Notes:			

Slide: 1.12e / Menu Title: Emotional Intelligence [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Text is left aligned in the pop-out box.</p> <p>X icon is in the top left corner.</p> <p>X will fade in at the end of the VO.</p>	<p>[Layer Title] Emotional Intelligence</p> <p>[Slide Text] You must recognize emotions, understand what customers tell you, and how this affects others.</p>	<p>[Narrator] You must recognize emotions, understand what customers tell you, and how this affects others.</p> <p>This skill helps guide tense situations with unhappy</p>	<p>Learner will click an X icon to be automatically brought back to the base layer. Layer will be hidden when the learner clicks the icon.</p>

		<p>customers, especially those that need to return products, have products replaced that have broken, or report products that were never delivered.</p> <p>The best way to handle these situations is with kindness, patience, and understanding.</p> <p>Make sure you apologize for the inconvenience, let the customer know you understand their disappointment, and solve the issue with efficiency.</p>	X should be restricted until the end of the VO.
Notes:			

Slide: 1.12f / Menu Title: Empathy [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Text is left aligned in the pop-out box.</p> <p>X icon is in the top left corner.</p> <p>X will fade in at the end of the VO.</p>	<p>[Layer Title] Empathy</p> <p>[Slide Text] You should understand customers' frustrations and challenges so you can overcome the hurdles together.</p>	<p>[Narrator] You should understand customers' frustrations and challenges so you can overcome the hurdles together.</p> <p>With thorough communication, work together with your customer to reach a common ground to solve problems together so their needs can be met.</p> <p>You can accomplish this by actively listening to their concerns and any difficulties they may be having in finding their</p>	<p>Learner will click an X icon to be automatically brought back to the base layer. Layer will be hidden when the learner clicks the icon.</p> <p>X should be restricted until the end of the VO.</p>

		<p>perfect product.</p> <p>From this information, your product knowledge can provide suggestions that'll meet the customers' needs.</p>	
Notes:			

Slide: 1.12g / Menu Title: Tenacity [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Text is left aligned in the pop-out box.</p> <p>X icon is in the top left corner.</p> <p>X will fade in at the end of the VO.</p>	<p>[Layer Title] Tenacity</p> <p>[Slide Text] Going the extra mile is vital to provide the kind of service people discuss with friends and family.</p>	<p>[Narrator] Going the extra mile is vital to provide the kind of service people discuss with friends and family.</p> <p>Recommending products that compliment items your customer is purchasing, putting together a product bundle to make purchasing more efficient, or providing a more personal shopping experience are just a few ways that you can go the extra mile for your customers.</p> <p>Doing this is sure to get you referrals leading to more business for the company.</p>	<p>Learner will click an X icon to be automatically brought back to the base layer. Layer will be hidden when the learner clicks the icon.</p> <p>X should be restricted until the end of the VO.</p>
Notes:			

Slide: 1.12h / Menu Title: Drive to Learn [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Text is left aligned in the pop-out box.</p> <p>X icon is in the top left corner.</p> <p>X will fade in at the end of the VO.</p>	<p>[Layer Title] Drive to Learn</p> <p>[Slide Text] Continuous learning helps you avoid losing to competitive customer service professionals willing to develop and evolve.</p>	<p>[Narrator] Continuous learning helps you avoid losing to competitive customer service professionals willing to develop and evolve.</p> <p>New products are launching all the time, so it is imperative to keep up to date with the latest and greatest there is to offer.</p> <p>By continuously learning, you'll be able to help your customer by providing updates or educating them on brand new products.</p> <p>Staying in the know will keep your customers loyal to you and the company.</p>	<p>Learner will click an X icon to be automatically brought back to the base layer. Layer will be hidden when the learner clicks the icon.</p> <p>X should be restricted until the end of the VO.</p>
Notes:			

Slide: 1.13 / Menu Title: Knowledge Check Review			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>This knowledge check review will have five different avatars to represent the five different customer mindset scenarios from the knowledge check. Pick avatars that closely match each scenario. Place avatars on the opposite side of their caption bubble.</p> <p>Caption bubbles are a color from the palette.</p>	<p>[Slide Title] Knowledge Check Review</p> <p>[Slide Text] [Caption Bubble] Sarah is a recreational shopper. She loves to shop with her friends and try clothes on for fun.</p> <p>[Caption Bubble] Mark is a comparison shopper. He researches online and visits stores to look for the best deal.</p> <p>[Caption Bubble] Julie is an impulse buyer. She likes to buy the first thing she sees.</p> <p>[Caption Bubble] Kathryn is a follower. She usually waits to see what new cell phone her best friend Melissa buys before making a decision.</p> <p>[Caption Bubble] John is a trendsetter. He is always the first in line to buy the new PlayStation when they come out.</p>	<p>[Narrator] Let's review the knowledge check.</p> <p>Sarah is a recreational shopper. She loves to shop with her friends and try clothes on for fun.</p> <p>Mark is a comparison shopper. He researches online and visits stores to look for the best deal.</p> <p>Julie is an impulse buyer. She likes to buy the first thing she sees.</p> <p>Kathryn is a follower. She usually waits to see what new cell phone her best friend Melissa buys before making a decision.</p> <p>John is a trendsetter. He is always the first in line to buy the new PlayStation when they come out.</p>	<p>Avatars and their caption bubble will fade in and out with the VO audio.</p> <p>Switch the side the avatars are placed as the VO plays: Avatar 1 - left of slide Avatar 2 - right of slide Avatar 3 - left of slide Avatar 4 - right of slide Avatar 5 - left of slide</p> <p>Slide will automatically move to the next slide when VO audio completes.</p>
Notes:			

Slide: 1.14 / Menu Title: Effective Communication			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
With a slight border of the slide showing around, insert a video of a sales associate helping a customer.	[Slide Title] Effective Communication	[Narrator] Communicating effectively with your customers will come with ease now that you know how to identify customer mindsets and utilize vital skills to provide quality customer service. Next, Laura will learn how to make a better connection with her customers so she can anticipate their needs.	Title bar will fade out after the VO says "Communicating effectively with your customers.." Video will fade in after the Title bar fades out and play until the VO audio is finished. Slide automatically advances to the next slide when VO audio finishes.
Notes:			

Slide: 1.15 / Menu Title: Connecting with Your Customer			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Laura is on the left side of the slide pointing to the right side. Slide text is to the right of Laura.	[Slide Title] Connecting with Your Customer [Slide Text] To be able to provide quality customer service, you must get to know your customer first. You can begin to understand your customer once a connection is made. Let's look at the steps Laura needs to take to make this connection.	[Narrator] To be able to provide quality customer service, you must get to know your customer first. You can begin to understand your customer once a connection is made. Let's look at the steps Laura needs to take to make this connection.	Laura fades in when the VO says "Let's look at the steps Laura needs to take to make this connection." Text on slide fades in with VO audio. Next button is hidden until the VO audio is finished.

Notes:

Slide: 1.16 / Menu Title: Making a Connection			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Four horizontal rectangle graphics all showing sales associates helping customers.	[Slide Title] Making a Connection	[Narrator] Click on each of the pictures to learn how to make a connection with your customer.	This is the base layer for a flip-card interaction. When the learner clicks on a graphic, a corresponding layer will show, revealing a way to connect with customers. When the learner clicks on the card again to flip back to the graphic, it will show the graphic in a visited state so the learner knows which graphics they have already viewed. The Next button is hidden until the state of all graphics have been visited.
Notes:			

Slide: 1.16a / Menu Title: Engage with Your Customer [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Layer will be a rectangle shape the same size and placement as the graphic clicked on. The rectangle should be a color from the palette.	[Layer Title] Engage with Your Customer [Slide Text] Engage with your customer.	[Narrator] Engage with your customer. Acknowledge their presence within the first 30 seconds and make eye contact.	Hide the layer when the learner clicks on the rectangle with text. Graphic will appear in visited state prompting the learner to move on to the next graphic.

Notes:

Slide: 1.16b / Menu Title: Listen to Customer [not shown in Menu]

LO:

Visual / Display:

Slide Text:

Narration / Voiceover:

Animation / Interaction:

Same as 1.16a

[Slide Title]
Listen to Customers

[Slide Text]
Listen to your customers.

[Narrator]
Listen and respond effectively to comments and questions.

Repeat what the customer says to show you are listening and that you understand them.

Same as 1.16a

Notes:

Slide: 1.16c / Menu Title: Assess Needs [not shown in Menu]

LO:

Visual / Display:

Slide Text:

Narration / Voiceover:

Animation / Interaction:

Same as 1.16a

[Slide Title]
Assess Needs

[Slide Text]
Assess their needs.

[Narrator]
Assess their needs.

Ask open-ended questions so the customer will provide thorough information about what they need.

Same as 1.16a

Notes:

Slide: 1.16d / Menu Title: Use Customer Feedback [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.16a	[Slide Title] Use Customer Feedback [Slide Text] Use customer feedback.	[Narrator] Use the customer's feedback to improve customer satisfaction. Utilize customer experiences to increase customer retention and fix possible problem areas.	Same as 1.16a
Notes:			

Slide: 1.17 / Menu Title: Listen & Respond Attentively			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Insert a video of a sales associate helping customers that is the same length as the VO.</p> <p>Put slide text on two separate rectangles that will fade in and out with the VO. The rectangles should be a color of the palette. The rectangles should be placed in the top right of the slide.</p>	[Slide Title] Listen & Respond Attentively [Slide Text] <ul style="list-style-type: none"> Smiling and Making Eye Contact when Greeting Customers Matching the Customer's Personality 	[Narrator] Customers respond positively to sales associates when they feel they are being heard. By listening and responding attentively, you are showing your customer that they matter to you and to your company. Being attentive can be shown by doing the following: Smiling and looking at people when you greet them. That shows them that you are friendly and interested in helping them.	<p>The title should fly out to the left after the VO says "Customers respond positively to sales associates when they feel they are being heard."</p> <p>The rectangle with 'Smiling and Making Eye Contact when Greeting Customers' should fade in with the VO when it says "Smiling and looking at people when you greet them." and then fade out before the next rectangle fades in.</p> <p>The rectangle with 'Matching the Customer's Personality' should fade in with the VO when it says "Matching the customer's</p>

		<p>Matching the customer's personality.</p> <p>If they're shy, don't act too familiar with them.</p> <p>If they're outgoing, don't take humor too far.</p> <p>These situations can make the customer feel uncomfortable.</p>	<p>personality." and then fade out after the VO says "If they're outgoing, don't take humor too far."</p> <p>The slide will automatically advance to the next slide when the VO is finished.</p>
Notes:			

Slide: 1.18 / Menu Title: Assessing Needs & Interests			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Insert four vertical rectangular graphics all showing sales associates.</p> <p>Laura is on the left side of the slide in a thinking pose.</p>	<p>[Slide Title] Assessing Needs & Interests</p>	<p>[Narrator] After you've acknowledged the customer you are ready to begin helping them.</p> <p>Click on each picture to help Laura learn different ways to assess her customers' needs and interests.</p>	<p>This is the base layer for a flip-card interaction. When the learner clicks on a graphic, a corresponding layer will show, revealing a way to assess a customer's needs and interests. When the learner clicks on the card again to flip back to the graphic, it will show the graphic in a visited state so the learner knows which graphics they have already viewed.</p> <p>Laura and the graphics fade in with the VO when it says "Click on each picture to help Laura.."</p> <p>The Next button is hidden until the state of all graphics have</p>

			been visited.
Notes:			

Slide: 1.18a / Menu Title: Observe Customer [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Layer will be a rectangle shape the same size and placement as the graphic clicked on. The rectangle should be a color from the palette.	<p>[Layer Title] Observe Customer</p> <p>[Slide Text] Observe the customer for a few seconds to pick up on any clues to start a conversation.</p>	<p>[Narrator] Observe the customer for a few seconds to pick up on any clues to start a conversation.</p> <p>A good place to start would be to notice the products they walk up to, pick up or touch.</p> <p>Provide a benefit or experience about the product to spark a conversation.</p>	<p>Hide the layer when the learner clicks on the rectangle with text.</p> <p>Graphic will appear in visited state prompting the learner to move on to the next graphic.</p>
Notes:			

Slide: 1.18b / Menu Title: Common Interest [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.14a	<p>[Layer Title] Common Interest</p> <p>[Slide Text] Make recommendations or gauge interest from the customer's reactions.</p>	<p>[Narrator] Make recommendations or gauge interest from the customer's reactions.</p> <p>For example, if a customer tries out a product, watch for a</p>	Same as 1.14a

		reaction and make an appropriate comment.	
Notes:			

Slide: 1.18c / Menu Title: Open-Ended Questions [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.14a	[Layer Title] Open-Ended Questions [Slide Text] Open-Ended Questions are best at the beginning of a conversation with a customer.	[Narrator] Open-Ended Questions are best at the beginning of a conversation with a customer.	Same as 1.14a
Notes:			

Slide: 1.18d / Menu Title: Close-Ended Questions [not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.14a	[Layer Title] Close-Ended Questions [Slide Text] Closed-Ended Questions-tend to evoke one-word answers like "yes" or "no."	[Narrator] Closed-Ended Questions-tend to evoke one-word answers like "yes" or "no." Use these questions towards the end of the conversation to finalize selections to close the sale.	Same as 1.14
Notes:			

Slide: 1.19 / Menu Title: Customer Interaction			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide facing to the right, talking or smiling. Laura transitions into a thinking pose when her “Hmm...” thought bubble appears.</p> <p>Nora is on the right side of the slide facing Laura, talking.</p> <p>Buttons are rectangular and all have the same color pulled from the color palette. KC button choices should be in between Laura and Nora.</p> <p>Use the same layout for 1.20</p>	<p>[Slide Title] Customer Interaction</p> <p>[Laura Caption] Hi.</p> <p>Welcome to Fred’s Furnishings.</p> <p>How may I help you?</p> <p>[Nora Caption] Hi. I’m Nora.</p> <p>I’m in the market for a new bed, but I’m not quite sure what I want yet.</p> <p>[Laura Thought Bubble] Hmm...</p> <p>[Buttons] Choice 1: “Are you trying to stay within a certain price range?”</p> <p>Choice 2: “Do you like the bed you are currently sleeping in?”</p> <p>Choice 3: “What are some must-haves for your new bed?”</p>	<p>[Narrator] Let’s see if Laura can take what she learned today and help Nora.</p> <p>[Laura] Hi.</p> <p>Welcome to Fred’s Furnishings.</p> <p>How may I help you?</p> <p>[Nora} Hi. I’m Nora.</p> <p>I’m in the market for a new bed, but I’m not quite sure what I want yet.</p> <p>[Narrator] How should Laura respond to Nora so she can begin a conversation and get more information?</p> <p>Select the best response.</p>	<p>This slide is a custom multiple-choice KC interaction with a scenario question using custom buttons.</p> <p>Laura will fade in with her VO/caption bubble and will remain until she transitions to her thinking pose.</p> <p>Nora will fade in with her VO and will remain on the slide. Her text will fade in and out with her VO.</p> <p>The KC button choices will fade in when the VO says “Select the best response.”</p> <p>The learner will have unlimited attempts, but really just 3, because there’s only 3 choices.</p> <p>When the learner clicks Submit, it will show either of the following:</p> <p>Choice 1 - links to Good Try Layer Choice 2 - links to Not Quite Layer Choice 3 - links to Good Job Layer</p>
Notes:			

Slide: 1.19a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide smiling, looking proud and happy.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The button is centered below the slide text. The button is a color from the palette.</p>	<p>[Slide Title] Good Job!</p> <p>[Slide Text] Good job!</p> <p>This is a great response to open a conversation and get more information from Nora so Laura can help her.</p> <p>[Button] Continue</p>	<p>[Narrator] Good job!</p> <p>This is a great response to open a conversation and get more information from Nora so Laura can help her.</p> <p>You chose an open-ended question that allows Nora to provide valuable information that Laura can use to offer solutions.</p> <p>Click the Continue button to return to the scenario.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Continue button jumps to Slide 1.20</p>
Notes:			

Slide: 1.19b / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The button is centered below the slide text. The button is a color from the palette.</p>	<p>[Layer Title] Good Try</p> <p>[Slide Text] Good try.</p> <p>While this question might give you an answer, it is limiting the conversation and not providing enough information to help Nora.</p> <p>[Button]</p>	<p>[Narrator] Good try.</p> <p>While this question might give you an answer, it is limiting the conversation and not providing enough information to help Nora.</p> <p>This is a close-ended question and you will have to follow-up with many more questions to get a full picture to meet Nora's</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Try Again button jumps to this slide to allow the learner another attempt. Try Again button hides the layer.</p>

	Try Again.	<p>needs.</p> <p>Remember, you want to open conversations with open-ended questions.</p> <p>And, to some customers, this question can be perceived as an uncomfortable to answer.</p> <p>Click the Try Again button to return to the scenario.</p>	
Notes:			

Slide: 1.19c / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left side of the slide looking disappointed.</p> <p>A large rectangular shape covers most of the slide and is a color from the palette. Laura is standing in front of the rectangle.</p> <p>The slide text is centered in the rectangle. The button is centered below the slide text. The button is a color from the palette.</p>	<p>[Slide Title] Not Quite</p> <p>[Slide Text] Not quite.</p> <p>While this question will give you some information, it doesn't provide enough details to open the conversation and help Nora.</p> <p>[Button] Try Again</p>	<p>[Narrator] Not quite.</p> <p>While this question will give you some information, it doesn't provide enough details to open the conversation and help Nora.</p> <p>This is a close-ended question and you will have to follow-up with many more questions to get a full picture to meet Nora's needs.</p> <p>Remember, you want to open conversations with open-ended questions.</p> <p>Click the Try Again button to</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Try Again button jumps to the base layer to allow the learner to retry the knowledge check.</p>

		return to the scenario.	
Notes:			

Slide: 1.20 / Menu Title: Customer Interaction (cont.)[not shown in Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same layout as 1.19	<p>[Slide Title] Customer Interaction</p> <p>[Laura Caption] Those are great must-haves for a bed.</p> <p>I can definitely help you!</p> <p>Let me show you what I have.</p> <p>[Nora Caption] Wow! These are great!</p> <p>I'm between these two king size beds.</p> <p>I just don't know which color to pick.</p> <p>[Laura Thought Bubble] Hmm...</p>	<p>[Laura] Those are great must-haves for a bed.</p> <p>I can definitely help you!</p> <p>Let me show you what I have.</p> <p>[Nora] Wow! These are great!</p> <p>I'm between these two king size beds.</p> <p>I just don't know which color to pick.</p> <p>[Narrator] How should Laura respond to Nora so she can assess her needs and make the sale?</p> <p>Select the best response.</p>	Same as 1.19
Notes:			

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Slide: 1.20a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.19a	<p>[Slide Title] Good job!</p> <p>[Slide Text] Good job!</p> <p>This is a great response to assess Nora's needs and make the sale.</p> <p>[Button] Continue</p>	<p>[Narrator] Good job!</p> <p>This is a great response to assess Nora's needs and make the sale.</p> <p>By asking this question, you can assist Nora by letting her know which one would look better with what she already owns.</p> <p>This will satisfy Nora's needs and provide excellent customer service.</p> <p>Click the Continue button when ready.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Continue button jumps to Slide 1.21</p>
Notes:			

Slide: 1.20b / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.19b	<p>[Layer Title] Good try.</p> <p>[Slide Text] Good try.</p>	<p>[Narrator] Good try.</p> <p>While this question might give an answer, it does not assess Nora's</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p>

	<p>While this question might give an answer, it does not assess Nora's needs and won't get you closer to making the sale.</p> <p>[Button] Try Again</p>	<p>needs and won't get you closer to making the sale.</p> <p>It also might make the situation more difficult by adding another opinion to the mix.</p> <p>The customer is already conflicted by not knowing what color to pick.</p> <p>The last thing Laura wants to do is overwhelm Nora by bringing more people into the conversation.</p> <p>The best thing to do is ask more open-ended questions to gather more information so Laura can help Nora.</p> <p>Click the Try Again button to return to the scenario.</p>	<p>Try Again button jumps to base layer for learner to make another attempt.</p>
Notes:			

Slide: 1.20c / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.19c	<p>[Slide Title] Not quite.</p> <p>[Slide Text] Not quite.</p> <p>While this question will give you some information, it doesn't</p>	<p>[Narrator] Not quite.</p> <p>While this question will give you some information, it doesn't provide enough details to assess Nora's needs and close the sale.</p>	<p>Delete the built-in buttons and textboxes on the feedback layer and hide the base layer objects except for the title and bottom border.</p> <p>Try Again button jumps to base</p>

	<p>provide enough details to assess Nora's needs and close the sale.</p> <p>[Button] Try Again</p>	<p>When Nora is still making a decision, Laura needs to continue asking open-ended questions to gather more information to assess Nora's needs.</p> <p>Asking this question is limiting because it is making Nora simply choose between the two beds based on color alone and not providing more detail that can help make the decision easier.</p> <p>Click the Try Again button to return to the scenario.</p>	<p>layer for learner to make another attempt.</p>
Notes:			

Slide: 1.21 / Menu Title: Final Assessment			LO: 1 & 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura should be on the left side of the slide with her caption bubbles next to her mouth.</p> <p>Two rectangles with slide text (bullets) should be placed on the right side of the slide. Rectangles should be a color from the palette.</p> <p>A Begin button should be placed in the lower right corner. The button should be a color from the palette.</p>	<p>[Slide Title] Final Assessment</p> <p>[Slide Text] [Laura Caption] It's Final Assessment time!</p> <p>You have five questions comprised of multiple choice and multiple response that are based on the following learning objectives.</p> <p>[Rectangles] <ul style="list-style-type: none"> Communicate effectively </p>	<p>[Laura] It's Final Assessment time!</p> <p>You have five questions comprised of multiple choice and multiple response that are based on the following learning objectives.</p> <p>Communicate effectively by utilizing vital skills to provide quality customer service.</p> <p>and Anticipate customer needs by making a connection.</p>	<p>Slide text will fade in with the VO audio.</p> <p>Laura will change poses as she is speaking to move along with the VO audio(see notes under Visual/Display).</p> <p>The Begin button will fade in with the VO.</p> <p>The Begin button will move to the next slide.</p>

<p>Laura will have 2 poses, but changes 3 times. She will begin facing forward with her first captions, then point to the right when the learning objectives show up, then back to facing forward when she talks about the score, then back to pointing to the right when she says to click begin.</p>	<p>by utilizing vital skills to provide quality customer service.</p> <ul style="list-style-type: none"> Anticipate customer needs by making a connection. <p>[Laura Caption] You need a score of at least 80% to pass and complete this course.</p> <p>Click BEGIN when you are ready</p> <p>[Button] Begin</p>	<p>You need a score of at least 80% to pass and complete this course.</p> <p>Click BEGIN when you are ready to start.</p>	
<p>Notes:</p>			

Slide: 1.22 / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>All 5 assessment question slides should have the same layout and formatting as the other slides(title bar/bottom border/background color).</p> <p>The question text appears larger than the multiple choice answer options, which are displayed below the question.</p>	<p>[Slide Title] Question 1</p> <p>[Question] Mary, a stay-at-home wife, is looking for a new recliner. What would be a great open-ended question to ask Mary so you can get more information and help connect her with the best recliner?</p> <p>[Answer Choices] 1. "Can I show you what we have?"</p>	<p>[Narrator] Select the choice that best answers the scenario below.</p> <p>Mary, a stay-at-home wife, is looking for a new recliner.</p> <p>What would be a great open-ended question to ask Mary so you can get more information and help connect her with the best recliner?</p>	<p>Score by question with 1 attempt for each quiz question as the learner progresses through the quiz. They will be able to Retake the entire quiz at the end if they do not pass.</p> <p>Results slide 1.27; graded quiz slide – multiple choice.</p> <p>When the learner clicks Submit, submit multiple choice and advance to the next slide.</p>

	<ol style="list-style-type: none"> 2. "Is there a price range you're trying to stay within?" 3. "Was there a particular brand you were looking for?" 4. "What features are you looking for in a recliner?" 		<p>The learner should not get <i>immediate</i> feedback with Correct or Incorrect feedback layers. They should answer all of the questions sequentially FIRST in the graded assessment, then receive their score on the Results page.</p> <p>If they do not pass, they can come back and review the quiz.</p>
Notes:			

Slide: 1.22a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Bar (rectangle) using color from palette shows to the right of the title with feedback text in it. Base layer showing the assessment question is visible with the correct answer indicated.	<p>[Layer Title] Review</p> <p>[Slide Text] When helping a customer, you want to ask open-ended questions that will provide as much information as possible to pinpoint the customer's needs or wants.</p>	[Narrator]	Learner can click Next to advance through the review feedback.
Notes:			

Slide: 1.23 / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.22	<p>[Slide Title] Question 2</p> <p>[Question] A customer enters the store and walks straight to the new reclining sectional sofa set they heard was being launched today. What can you do next to further make a connection?</p> <p>[Answer Choices]</p> <ol style="list-style-type: none"> 1. Leave the customer alone so they can look around. 2. Ask a coworker to take over for you. 3. Ask the customer if they are ready to purchase the sectional. 4. Ask open-ended questions to get a better understanding of their needs and interests. 	<p>[Narrator] A customer enters the store and walks straight to the new reclining sectional sofa set they heard was being launched today.</p> <p>You already observed him and noticed he's drawn to the newest items.</p> <p>What can you do next to further make a connection?</p>	Same as 1.22
Notes:			

Slide: 1.23a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.22a	<p>[Slide Title] Review</p> <p>[Slide Text] When helping a customer,</p>	<i>[Insert Script Text]</i>	Same as 1.22a

	getting a better visual of where products will go provides an opportunity to connect other products to fit your customer's needs and provide an overall quality customer service experience.		
Notes:			

Slide: 1.24 / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.22	<p>[Slide Title] Question 3</p> <p>[Question] A customer had a table delivered to their home last week and is trying to return it because it is the wrong one. The customer is very frustrated as it was custom ordered and already took a while to come in. What Vital Customer Service skills are going to be most important to communicate effectively with this customer?</p> <p>[Answer Choices] 1. Apologize and show you understand their frustration.</p>	<p>[Narrator] Select all of the answers that apply to the following scenario.</p> <p>A customer had a table delivered to their home last week and is trying to return it because it is the wrong one.</p> <p>The customer is very frustrated as it was custom ordered and already took a while to come in.</p> <p>What Vital Customer Service skills are going to be most important to communicate effectively with this customer?</p>	Same as 1.22

	<ol style="list-style-type: none"> 2. Go the extra mile to provide the kind of service people discuss. 3. Discuss possible solutions. 4. Explain why the customer should purchase a different product that you recommend. 		
Notes:			

Slide: 1.24a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.22a	<p>[Slide Title] Review</p> <p>[Slide Text] When a customer is frustrated with an unsatisfactory experience, you always want to empathize with them and make the situation right by fixing it as efficiently as possible.</p>	[Narrator]	Same as 1.22a
Notes:			

Slide: 1.25 / Menu Title:	LO: 1
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Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.22	<p>[Slide Title] Question 4</p> <p>[Question] Three young ladies enter the store and appear to just be browsing. During your greeting, you learn that they are not looking for anything particular, they have been shopping in town all day and genuinely enjoy walking through stores to see what's available. What would be the most effective customer service experience you could provide to these types of customers?</p> <p>[Answer Choices]</p> <ol style="list-style-type: none"> 1. Follow the customers around keeping a close eye on them. 2. Provide information on every product they stop to look at. 3. Ignore them and take the next customer. 4. Check-in from time to time to make sure they don't have any questions. 	<p>[Narrator] Three young ladies enter the store and appear to just be browsing.</p> <p>During your greeting, you learn that they are not looking for anything particular, they have been shopping in town all day and genuinely enjoy walking through stores to see what's available.</p> <p>What would be the most effective customer service experience you could provide to these types of customers?</p>	Same as 1.22
Notes:			

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.22a	[Slide Title] Review [Slide Text] By checking in on the customers from time to time, you are showing them that you are there for their needs and ready to provide quality customer service, but providing space so they can shop freely as they intended to.	[Narrator]	Same as 1.22a
Notes:			

Slide: 1.26 / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.22	[Slide Title] Question 5 [Question] John, a college student, has never bought furniture before and decides to come in to look for a sofa. You greet him and begin asking open-ended questions to try to pinpoint what he is looking for and needing. Being so young, he has no idea how to answer any of your questions, feels lost and appears insecure. Hoping to make John feel at ease and help him, select all of the ways you can effectively make a connection with John so	[Narrator] Select all of the answers that apply to the following scenario. John, a college student, has never bought furniture before and decides to come in to look for a sofa. You greet him and begin asking open-ended questions to try to pinpoint what he is looking for and needing. Being so young, he has no idea how to answer any of your questions, feels lost and appears insecure.	Same as 1.22

	<p>he can find the sofa he needs.</p> <p>[Answer Choices]</p> <ol style="list-style-type: none"> 1. Match his personality 2. Smile and listen attentively 3. Make eye contact 4. Make jokes with him to lighten the situation 	<p>Hoping to make John feel at ease and help him, select all of the ways you can effectively make a connection with John so he can find the sofa he needs.</p>	
Notes:			

Slide: 1.26a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 1.22a	<p>[Slide Title] Review</p> <p>[Slide Text] By listening attentively, making eye contact, and matching your customer's personality, you are showing them that they matter to you and to your company. This creates a genuine connection between sales associates and customers.</p>	[Narrator]	Same as 1.22a
Notes:			

Slide: 1.27 / Menu Title: Results [hide from Menu]			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Change the score box to a color from the palette.	[Slide Title] Results [Slide Text] Your Score: XX % Passing Score: 80 %	[Narrator] (only on layers)	<p>Use a Result side to show Success layer 1.27a when timeline starts if results are equal to or greater than the passing score.</p> <p>Show Failure layer 1.27b when timeline starts if results are less than passing score.</p> <p>Base layer will be visible (show through) from Success or Failure slide layers.</p> <p>Results variable reference shows the percent score only. Do not show the points variable reference.</p> <p>Built in graded quiz variable reference displays learner score where XX appears on slide.</p>
Notes:			

Slide: 1.27a / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>Laura is on the left side of the score box looking very proud.</p> <p>Slide text is on the right side of the score box.</p> <p>Review Quiz and Continue buttons are centered below the score box side by side. Buttons are a color from the palette.</p>	<p>[Layer Title] Success</p> <p>[Slide Text] Congratulations, you passed!</p> <p>[Buttons] Review Quiz</p> <p>Continue</p>	<p>[Narrator] Congratulations!</p> <p>You helped Laura learn how to effectively communicate with customers and anticipate their needs.</p> <p>Now she is ready to deliver excellent customer service to her customers.</p> <p>If you are satisfied with your results, please click on the continue button.</p> <p>If you would like to review the assessment, please click on the review quiz button.</p>	<p>Review button: shows correct/incorrect response when reviewing</p> <p>Continue button: jumps to Slide 1.28</p>
Notes:			

Slide: 1.27b / Menu Title:			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura appears disappointed on the left side of the score box.</p> <p>Slide text is on the right side of the score box.</p> <p>Review and Retry Quiz buttons are below the score box and centered side by side. Buttons are a color from the palette.</p>	<p>[Layer Title] Failure</p> <p>[Slide Text] I'm sorry, you didn't pass.</p> <p>[Buttons] Review Quiz Retry Quiz</p>	<p>[Narrator] I'm sorry.</p> <p>You didn't help Laura learn how to effectively communicate with customers and anticipate their needs.</p> <p>Please click the review quiz button to look over the correct and incorrect responses before retaking the quiz.</p>	<p>Retake button: resets results slide and jumps to Slide 1.22</p> <p>Review button: shows correct/incorrect response when reviewing</p>

		If you are ready now to retake the quiz, click the retake quiz button.	
Notes:			

Slide: 1.28 / Menu Title: Course Summary			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Laura is on the left of the slide, facing forward, looking excited.</p> <p>Two rectangular shapes with the slide text are on the right side of the slide (should look similar to slide 1.4).</p> <p>Laura's caption should be a color from the palette.</p>	<p>[Slide Title] Course Summary</p> <p>[Slide Text]</p> <p>[Laura Caption] You did it!</p> <p>[Rectangles]</p> <ul style="list-style-type: none"> Communicate effectively by utilizing vital skills to provide quality customer service. Anticipate customer needs by making a connection. 	<p>[Narrator] You did it!</p> <p>You helped Laura gain the tools to communicate effectively by utilizing vital skills to provide quality customer service and anticipate customer needs by making a connection.</p> <p>By implementing these practices, Laura can ensure increased customer retention and create loyal customers.</p> <p>Thank you for helping Laura apply these practices and taking this course.</p>	<p>Caption and rectangles will fade in with VO audio.</p> <p>Slide will automatically jump to the next slide when the VO audio is finished.</p>
Notes:			

Slide: 1.29 / Menu Title: Congratulations			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>Laura is on the left of the slide, facing forward, looking proud.</p> <p>Slide text is to the right of Laura.</p> <p>Complete button is in the lower right corner.</p>	<p>[Slide Title] Congratulations</p> <p>[Slide Text] You have completed the course!</p> <p>[Button] Complete</p>	<p>[Narrator] Congratulations!</p> <p>You have completed this course!</p> <p>You may click the Complete button to close the course.</p>	<p>Slide text will fade in with VO audio.</p> <p>Complete button will fade in with VO audio.</p> <p>Complete button will close the course as completed/passed</p>
<p>Notes:</p>			