

Design Document

Training Title: New Employee Training- Southern Charm Couture

Business Goal and Problem	Currently, new employees cannot create consistent, high-quality interactions with customers that drive brand representation, sales techniques, and product knowledge.
Target Audience	New hire employees on their first day before they spend time on the sales floor job shadowing with an experienced employee.
Learning Objectives	<p>Terminal LOs:</p> <ul style="list-style-type: none">• Greet every customer appropriately when entering the store (POS) and within 10 feet• Ask at least three open-ended questions when assisting customers• Offer customers additional items to upsell transactions or replace items when a customer's request is not in stock• Utilize the surprise and delight calendar when assisting customers <p>Enabling LOs:</p> <ul style="list-style-type: none">• Explain current promo mention while greeting customers• List examples of open-ended questions• Recognize coordinating items that pair well together with customer selections or items that could be substituted when the requested item is not in stock• Navigate the surprise and delight calendar of promos
Training Recommendation	<p>Delivery Method: 1 e-learning course through articulate rise- delivery will be rolled out with new employee orientation—follow-up with shadowing another employee.</p> <p>Approach: This course takes a hands-on, interactive approach by combining role-playing exercises, real-life scenarios, and visual tools to reinforce customer engagement, sales techniques, and store operations. Employees learn through guided practice, situational training, and structured assessments to ensure they can confidently apply their skills on the sales floor.</p>
Training Time	20 minutes
Deliverables	<ul style="list-style-type: none">• 1 e-learning course developed in Articulate Rise

	<ul style="list-style-type: none"> ○ Included voice-over narration ○ Includes 2 knowledge checks and a final assessment
Training Outline	<ul style="list-style-type: none"> ● Welcome ● SHOP Overview ● Smile <ul style="list-style-type: none"> ○ How to greet customers ○ Lanyard ● Help <ul style="list-style-type: none"> ○ Asking Open-Ended Questions ○ Knowledge Check over Open-Ended questions ● Offer <ul style="list-style-type: none"> ○ Using Handheld Device for Inventory Control ● Please <ul style="list-style-type: none"> ○ Surprise and Delight Calendar ○ Knowledge Check with matching exercises ○ Surprise and Delight on the Handheld device ● Final Assessment ● Wrap-up
Assessment Plan	<p>Level 2 Assessment:</p> <ul style="list-style-type: none"> ● 2knowledge checks at the end of each section ensure the learner can apply the information. Chances to correct for 100% accuracy ● Final Assessment <ul style="list-style-type: none"> ○ Learner must answer 5 questions correctly with a score of 80% to pass the course ○ 5 Scenario based questions ○ Unlimited attempts to pass with a review available after every incorrect answer <p>Level 3 Assessment:</p> <ul style="list-style-type: none"> ● Job shadowing after training to reinforce the training