



learning  
solutions

# Instructor-Led Training Case Study



## CLIENT

Multi-national Energy  
Company

## INDUSTRY

Energy/Retail

## SKILLS PROVIDED

Instructor-Led  
Training, Courseware  
Development, New  
Business Management  
Process, Professional  
Development

A multi-national energy company looked to deploy a new business management process for their team of consultants. Training was developed so that the consultants could more effectively help their clients – convenience store and gas station owners and operators – grow their individual businesses.

## THE CHALLENGE

After determining there was no set process for their business consultants to work with site owners and operators to grow their stores, the company set out to develop and then educate their team on a new process.

A multi-national energy company uses a sales team of business consultants to support site owners and operators in their efforts to effectively run and grow their convenience stores and gas stations across the U.S. Each consultant handles approximately 30-40 stores. The client recognized the need for a defined process for the consultants to follow in order to help guide the owners to better manage their businesses. After defining the new process internally, it was determined that a face-to-face workshop should be developed to teach the new process to the consultants.



## THE SOLUTION

Judge Learning Solutions was tasked to develop and deliver an immersive workshop for the consultants, complete with coaching tools to be used in the field, as well as a series of reinforcement training calls to support the program once it was fully implemented.

Judge Learning Solutions developed a two and a half day workshop covering the new process, as well as annual business planning process, collaborative working, effective planning and performance management. The workshop was aimed to educate the client's business consultants and provide them with the knowledge and tools necessary to work with franchisees to manage and grow their convenience store and gas station businesses. Judge also recognized the need to train management in the process so they are invested and able to support their consultants in the field.



## THE RESULT

Judge Learning built a highly interactive two and a half day workshop for consultants, while engaging their managers to support the new initiative. The managers were given the knowledge and tools to effectively coach the new process.

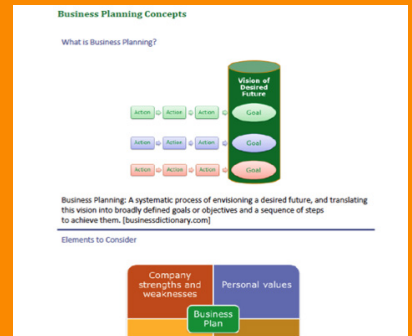
The first phase of the program was the Immersion Stage, where consultants attended a two and a half day workshop focused on the new process. Throughout the workshop, the new process was presented through a case-study approach to increase critical thinking and analysis skills. Role playing was also a key element of the workshop, allowing consultants to practice the learned skills, while transferring this knowledge to the field.

Support and buy in from management is key to the success of all learning programs. Judge Learning knew it was important to provide the Sales Managers with the confidence, skills and tools to successfully manage the efforts of their consultants. Coaching tools and checklists were developed for the managers and time was provided for the managers to review these tools and practice the skills needed to coach the new process. Reinforcement is critical to the transfer of learning from the training room to the field. With this in mind, Judge Learning conducted a series of bi-monthly coaching calls with the managers to continue to help them support their teams.

Instructor-Led Training



## Solution Examples



**Site Operator Conversation Preparation**

Objective What do I want to accomplish or gain (SMART)?	
Positioning Statement Who am I and why am I here?	
Value Statement Why should the site operator care about what I am going to present? (PAIN)	
Discussion Points What do I want to ask or talk about?	

**Role Play Observation Feedback Form**

Conversation Part	FBC Response - Check all that were observed	Notes: Provide detailed examples of observed actions
Conversation Beginning	<input type="checkbox"/> Greets and introduces <input type="checkbox"/> Establishes rapport <input type="checkbox"/> Confirms length of meeting <input type="checkbox"/> Articulates positioning statement <input type="checkbox"/> Articulates value statement <input type="checkbox"/> Provides meeting topics and flow <input type="checkbox"/> Probes for agreement	
Site Operator Reaction	<input type="checkbox"/> Indifference <input type="checkbox"/> Acknowledges <input type="checkbox"/> Articulates importance & relevance <input type="checkbox"/> Connects to value <input type="checkbox"/> Probes for agreement	

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