



learning  
solutions



## CASE STUDY

# CUSTOM LEARNING FOR U.S. HOME BUILDER TO IMPROVE COMPANY-WIDE SALES TRAINING

An American home building and real estate company needed to upskill the presentation and facilitation skills of their employees through a custom learning solution.



### THE CHALLENGE:

#### Relying on trainers not equipped with training skills

The company, fully dependent on its business analysts to develop and deliver internal sales training programs, realized the analysts were not equipped with the appropriate skills needed to facilitate effective training.



### THE SOLUTION:

#### Upskilling analysts to train in the future

The company partnered with Judge Learning Solutions (JLS), a division of The Judge Group, to evaluate the current delivery approach, suggest solutions for improvement, and develop an instructor-led train-the-trainer upskilling program for their business analysts.

First, JLS specialists determined the training skills needed to properly train the company's salespeople. Before JLS developed an improved training program, it needed to fully understand the current structure and delivery of a typical course. JLS also needed an understanding of the current skillset and behaviors of the business analysts, and how they needed to improve. A JLS Instructional Designer (ID) worked closely with key stakeholders to identify the business objectives, target audience characteristics, learning goals, and course delivery parameters. With those in mind, the ID then analyzed the program to determine how to improve the effectiveness of the company's training delivery overall.

After establishing a solid rapport with the client to understand their business goals and performance priorities, JLS designed, developed, and then facilitated a two-day train-the-trainer course to upskill the business analysts. The course was designed to be repeatable and adaptable so that it could be used to train business analysts across the organization in the future.



## **THE RESULT:** **A custom, interactive training course**

Judge Learning Solutions designed a custom, highly interactive and experiential training course to develop the presentation and facilitation skills of the company's business analysts. The two-day, hands-on workshop included a variety of tools for developing presentation and facilitation skills.

During this workshop, participants were educated on fundamental training skills, including how to:

- Establish a positive atmosphere at the beginning of a session
- Obtain immediate participation
- Facilitate a group through a task
- Deal with objections and distractions
- Effectively conclude a training session

The custom-built course materials included a robust facilitator guide, participant guides, and a PowerPoint deck with embedded video. JLS also introduced a Presenter Evaluation Tool, a form to provide constructive feedback to a presenter, as well as a Facilitation Checklist to plan and facilitate a training session. The result was a product that not only met the current needs of the client but also established a higher training standard and provided a template for upskilling and developing future training programs.

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