

## **REFLECTION ON CREATING AN E. LEARNING STORYBOARD ON COLD CALLING**

### **INTRODUCTION**

This is a storyboard of an online tutorial I created. It covers the topic of *cold calling*. This a class assignment. My storyboard is intended to motivate struggling sales people and can be used worldwide.

The target audience is salespeople who need help with cold calling. The tone is friendly and persuasive and the tutorial gives clear, concise information, and directives on how to be a successful cold caller.

The writing style is expository. It delivers factual information to the learner in a simple, clear, logical and concise way (Markel and Selber 2018; Pringle and O'Keefe 2009). This style is common in sales and marketing content, and is persuasive.

### **NEED**

Many salespeople find cold calling difficult. In 2022, the US sales employee turnover rate was 35% compared to 13% for other professions (Source: HubSpot). Many sales agents leave before their second year of employment, without meeting their sales targets. Such low retention impacts company recruiting and increases training costs. But why do agents underperform?

Data from Keller Research Centre and from interviews, surveys and observation, indicate newly-trained sales employees struggle to convert cold calls into sales because of lack of confidence (attitude) and skills. Newly hired salespeople felt depressed after numerous phone rejections. A few eventually avoid making cold calls altogether. Although many employers offer extra coaching, mentorship and encouragement, salespeople who accept help are often stigmatized and viewed as deficient.

Data suggest there is a need for an online eLearning course to fill employee knowledge gaps. This will not replace face-to-face training, but will complement it. This proposed 100% online eLearning course will be accessible to sales employees anywhere and anytime they log into their online account.

### **DESIGN**

This storyboard design includes text and interactive elements such as navigation controls, simulations, and knowledge checks, and makes provisions for video that will help salespeople review and rehearse cold calling practices with the aim of closing gaps in knowledge (Morrison et al., 2019).

It translates learning visually and through effective use of typography, colour and layout (Lohr, 2007) It also makes provision for accessibility.

Researching and creating this storyboard taught me how to use interactive tools such as buttons, sliders, dials, disappearing and appearing graphics, pop-up windows, accordion blocks, tab interactions and flash cards, to make learning more fun.

I am currently working on developing it.

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