

CASE STUDY

ASHLEY FURNITURE INDUSTRIES, INC.

OPPORTUNITY OVERVIEW

Create an effective program to train Ashley Furniture Millennium sales personnel and dealers on “Leather” furniture products in order to better present and sell the products. Leather is a furniture line offered under the Millennium brand.

CLIENT OBJECTIVE

Create a CBIT program that will teach the history of leather, the tanning and production process, properties and types of leather, how leather is purchased and sold, and the care and maintenance of leather.

TARGET AUDIENCE

- Millennium Sales Representatives

RUSSELL ASSOCIATES' SOLUTION

Russell Associates developed a self-paced CBIT program that trains sales and service personnel at all levels about leather. The CBIT program incorporates text, audio, video, photographs, and animation to convey the information and enhance the learning process. The training covers the following topics:

- History of Leather
- Production
- Wet Operations
- Dry Operations
- Properties of Leather
- Types of Leather
- Purchasing Leather
- How to Sell Leather/Frequently Asked Questions

TRAINING METHOD

- Computer-Based Interactive Training (CBIT)

PROGRAM LENGTH

- Training Time – Four hours

ADMINISTRATION

The student is tracked throughout the training. There is an exercise at the end of each chapter to reinforce learning and a final exercise at the end of the training that covers all chapters. Incorporated in the training is a system that tracks the student using a unique identification number, documents the student's progress, and provides reports that show student scores for each chapter.