

CASE STUDY

WATKINS INCORPORATED

OPPORTUNITY OVERVIEW

Creation of a high energy, enthusiastic, and positive Computer-Based Interactive Training (CBIT) program for new Sales Associates and Managers. The program works in conjunction with Watkins' existing and current associate training materials. The program encourages the Sales Associate to make a commitment to become a Manager and to sponsor and train others to take advantage of the "Watkins Way."

TARGET AUDIENCE

- New Direct Sales Associates
- Managers

RUSSELL ASSOCIATES' SOLUTION

Russell Associates created an interactive self-paced CBIT program that assists Watkins in developing Associates by providing them with the tools that help identify, encourage, motivate, and train Associates to become Managers and to help train Managers to work, sponsor, and develop successful Associates. Russell Associates incorporated audio, text, graphics, animation, and video into the program to create a high level of interactivity. This multimedia approach enhances learning and retention by utilizing many of the senses and keeping the student involved.

PROGRAM LENGTH

- Training Time – Two to Three Hours

ADMINISTRATION

The program contains exercises at the end of each chapter that cover the material presented in the chapter. Questions are randomized. Audio feedback indicates whether the response was correct or not and text provides reinforcement and elaborates on the correct answer or process.