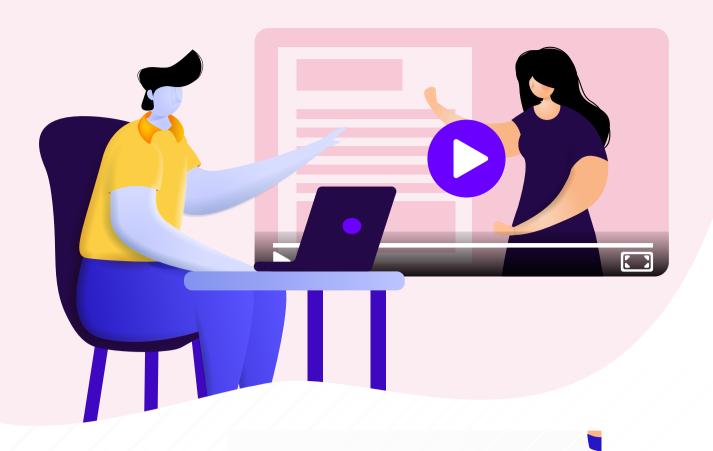




COMMON PRODUCT KNOWLEDGE TRAINING MISTAKES TO AVOID



Failing to Assess Learner Needs

Every participant is unique and L&D teams need to assess knowledge gaps individually to create better impact of the training



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Unclear Objectives

Setting clear learning objectives helps employees to understand and know what to expect from the program

One-time Training

Employee development teams need to incorporate a continuous learning process in place as part of their training strategy



No Continual Support Tools

Putting self-guided tools in place helps the workforce to stay relevant to the knowledge gained and boost retention rates

Ignore Metrics Measurement

L&D teams need to have a tracking and monitoring technique in place in order to identify training effectiveness



Too much Focus on Theory

Product knowledge can be best gained by hands-on experience with practical applicability and not just discussing policies and procedures

Not Making the Connection

Effective product training helps employees understand how each offering provides a solution for customer challenges

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