

**Table 4.5.** Downloadable data collection plan example.

| PROGRAM: _____ RESPONSIBILITY: _____ |  |  |  |               |  |                                  |
|--------------------------------------|--|--|--|---------------|--|----------------------------------|
| DATE: _____                          |  |  |  |               |  |                                  |
| LEVEL                                | BROAD PROGRAM OBJECTIVE(S)   | MEASURES   | DATA COLLECTION METHOD/INSTRUMENTS     | DATA SOURCES  | TIMING   | RESPONSIBILITIES                 |
| <b>1</b>                             | Reaction/satisfaction and Planned Actions<br>Positive reaction<br>Recommended improvements<br>Action items | Average rating of at least 4.2 on 5.0 scale on quality, usefulness, and achievement of program objectives.   | Reaction questionnaire                 | Participants  | End of 2 <sup>nd</sup> day<br><br>End of 3 <sup>rd</sup> day   | Facilitator                      |
| <b>2</b>                             | Learning<br>Acquisition of skills<br>Selection of skills   | Through live role-play scenarios, demonstrate appropriate selection and use of all 15 sales interaction skills and all 6 customer influence steps. | Skill practice                         | Participants  | During program   | Facilitator                      |
| <b>3</b>                             | Application/implementation   | Reported frequency and effectiveness of skill application<br>Reported barriers to customer interaction and closing sales.                          | Questionnaire<br><br>Follow-up session | Participants  | 3 months after program<br><br>3 weeks after the first two days | Training Coordinator Facilitator |
| <b>4</b>                             | Business impact<br>Sales increase  | Weekly sales   | Performance monitoring                 | Store records | 3 months after program   | Training Coordinator             |
| <b>5</b>                             | ROI<br>Target ROI at least 25%   | Comments: _____<br>_____<br>_____  |  |               |  |                                  |