

Sales Training: Lab Exercises to Try Products

Issue Business sold biochemicals and instruments to research and clinical labs, but many of the salespeople selling to the lab people had not worked in a lab themselves. This made it difficult to understand the products, gain credibility, and grasp some of the reasoning behind purchasing decisions.

Solution Create lab experiences for the sale people during sales training. Some of the experiments had the salespeople do things as individuals and others required sharing equipment and relying on each other.

Results Some of the benefits of the lab exercises were:

- The salespeople were able to say to customers “yes, I have used this product”
- They learned how difficult certain types of experiments can be, regardless of the products. This helped them to realize that a bad product could cost a lab time, money, publication delays, and even erroneous results. Also, it was difficult when they had to share with a person who was less skilled or careful and their results suffered, just as in the actual lab.
- They began to understand what product(s) might be needed in subsequent experiments, which was a concept that was difficult to impart.

Classifications The table below lists three classifications for this work sample.

Learning Styles	Intelligences¹	Example of ²
Kinesthetic	Bodily-Kinesthetic	Good Exercise design
Solitary	Intrapersonal	
Social	Interpersonal	
logical	Logical-Mathematical	

¹ Intelligences refers to Gardner’s Multiple Intelligences.

² Reason(s) it was provided as a work sample