

Practice: Product Labs

Issue This business sold biochemicals and instruments to research and clinical labs, but many of the sales people selling to the researchers 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 sales people 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 but important for increasing sales.

Classifications The table below lists two classifications and the recipients of this work sample.

| Performance Experience Design¹ | Characteristics² | Recipients |
|--|------------------------------------|-----------------------|
| Meaningful | Empathy for Customers | Sales Representatives |
| Social | Sales Training | |
| Empathy | | |

¹ [Click here](#) to view list and descriptions of Performance Experience Design characteristics

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