



Microlearning Consumption – Sales Department

Updated: April 11, 2024

Learning Team

What is Microlearning?

- Short (1-3 minutes)
- Targeted (single topic/learning objective)
- Accessible (mobile-friendly)
- Relevant (just-in-time learning)



Example Microlearning Categories

Product Line #1

How to Take Advantage of Website Updates

Overcoming Objections and Questions

Common Target Use Cases

New Feature Highlight

Pitching Products to Customers

What is Network Slicing?

Product Line #2

Coverage to Security:
Comparing Wi-Fi 6 and 5G

Customer Conversations
for Vehicle Use Cases

Decision Making with the
Product Portfolio

Portfolio Partnerships

Troubleshooting

How to Install a New
Antenna

Initial Password Assistance

Solving Internet Connection
Problems

Local Username Assistance

Measurements of Signal
Strength and Quality

Security Setup

Marketing Launches

New Marketing Package

Quick Tips for the New
Product Line

Selling Sustainability

What are key benefits for
customers?

Employee Onboarding

Getting Started with
XYZ Corporation

Common FAQs

Logging into Your
Account

Navigating the
Company Website

Microlearning Consumption by Sales

The sales department is the biggest majority of our microlearning consumers at approx. 43% of all internal users

Total microlearning assets currently available to sales: 74

Percentage of sales department that has completed at least 1 microlearning asset: 33.5% (185 of 552)

Total technical sales agents = 45.7% (64 of 140)

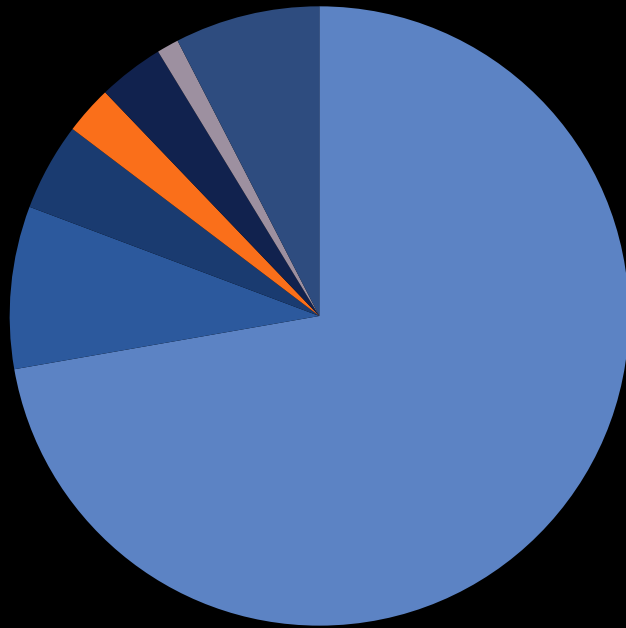
- Average completed by those 64 individuals = 4.6 microlearning assets
- Average completed across all technical sales = 2.1 microlearning assets

Total sales agents (non-technical) = 29.4% (121 of 412)

- Average completed by those 121 individuals = 6.6 microlearning assets
- Average completed across all non-technical sales = 1.9 microlearning assets

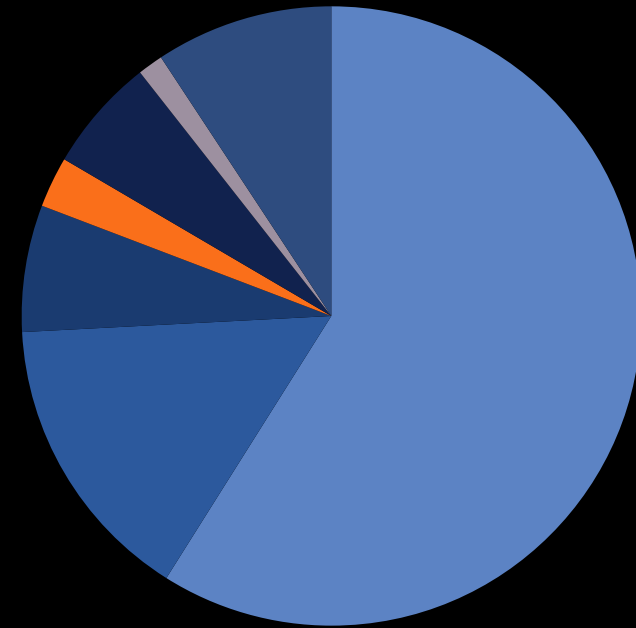
Microlearning Consumption - Range

Average Number of Completed Microlearning Assets for
Non-Technical Sales



■ 0 ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6+

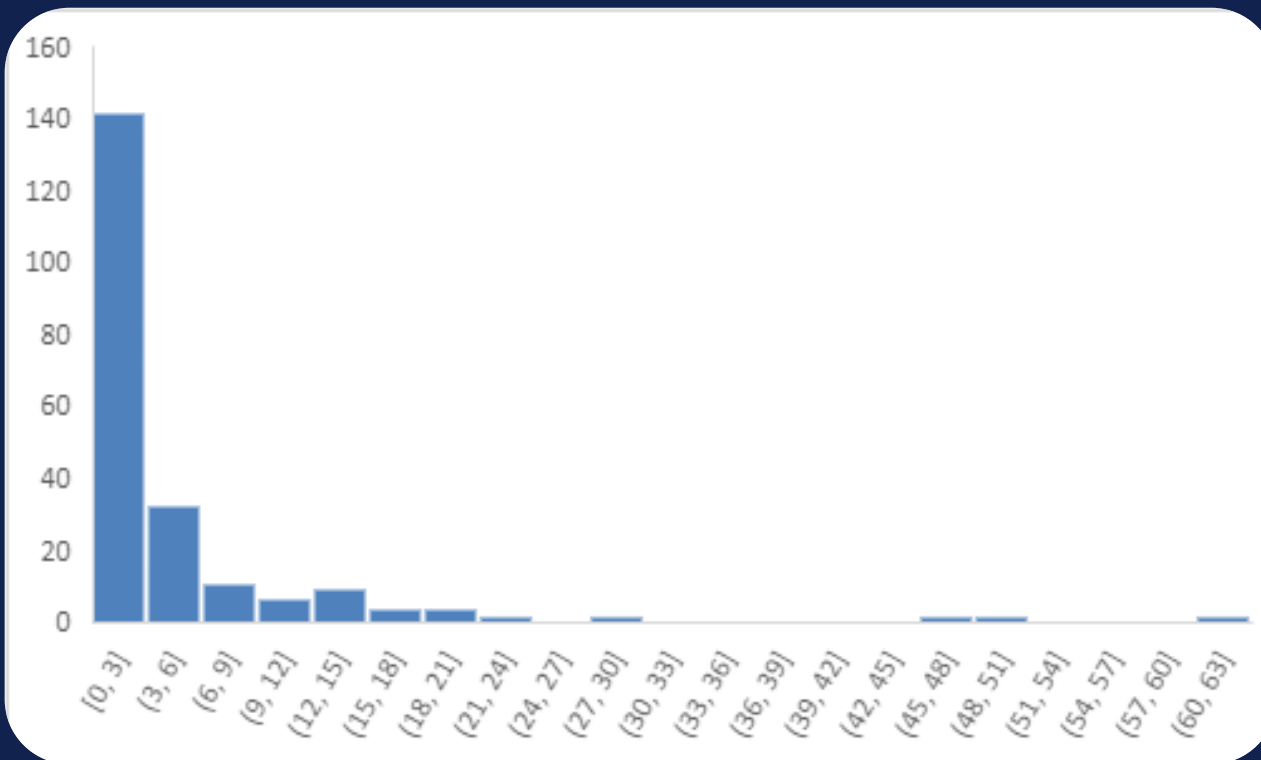
Average Number of Completed Microlearning Assets for
Technical Sales



■ 0 ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6+

Sales and SEs Statistics – By Employee

- # of Highest Performers (10 or more completed): **31**
(5.6%)



“POWER USERS”

1. Miya Bowers (72)
2. Kael McKenzie (61)
3. Ahman Sosa (50)
4. Zoey Solis (47)
5. Jonathan Huber (40)
6. Joyce Villa (22)
7. Adonis Harding (21)
8. Joselyn Baxter (20)
9. Lorelai Lloyd (19)
10. Alisha Dickerson (19)
11. Justice Johnson (17)
12. Edward Veracruz (16)
13. Roland Rosario (16)
14. Matthias Duarte (15)
15. Fletcher van Souza (15)
16. Renee Liu (15)
17. Kendra Buchanan (15)
18. Omar Webb (15)

Sales Statistics – by Microlearning Asset & Category

Most Completed Microlearning Assets:

- 1. Customer Conversations for Vehicle Use Cases (9.2%)**
- 2. Selling Sustainability (7.4%)**
- 3. Common Target Use Cases (7.2%)**
- 4. Quick Tips for the New Product Line (6.2%)**
- 5. What are key benefits for customers? (6%)**

Average Completions by Topic

