



Pre-Work Considerations

How does the activity support your learning objectives with evidence-based strategies?

These activities directly support the learning objective, applying the new SOP to present sales initiatives to customers, by combining modeling, guided practice, and generative learning. The hotspot demonstration provides a visual model of the SOP in action, allowing learners to observe and mentally organize each step of the process. The flip-panel activity then reinforces procedural understanding through retrieval and elaboration, prompting learners to connect each stage to its purpose and phrasing. Finally, the rewrite exercise requires learners to reconstruct the process in my own words and generate example questions, engaging active recall and self-explanation—both evidence-based strategies shown to deepen comprehension and promote transfer of learning to real customer interactions.

How does the activity align with your online delivery strategy and technology infrastructure?

These activities align well with my online delivery strategy in LearnWorlds because each step of the module maps cleanly to a specific platform feature. I am using Genially to create interactivity in order to introduce the SOP and model the sales workflow. The hotspot interactions generated using Genially on Slides 2–3 allow me to break the SOP into digestible parts and let learners explore each step at their own pace, which fits naturally with LearnWorlds' click-to-reveal mechanics. Finally, the Self-Assessment feature embedded in Learn Worlds supports the generative learning component of the module by giving learners a space to rewrite the steps in their own words and craft example questions. This combination of video modeling, interactive hotspots, and typed reflection leverages LearnWorlds' strengths while creating a cohesive, evidence-based learning experience that moves learners from observation to application.

How does the activity maintain design consistency across the learning environment?

These activities maintain strong design consistency across the learning environment because I'm intentionally using the same color palette, typography, and character set throughout the module. By keeping the dark-blue and orange branding, the blurred call-center backgrounds, and the recurring facilitator and agent characters, each activity feels like a cohesive part of the same learning experience rather than a series of disconnected tasks. This visual continuity supports learner focus and reduces cognitive load, allowing learners to concentrate on applying the new SOP rather than adjusting to new layouts or styles. Consistent design also reinforces brand identity and creates a polished, professional flow across the video introduction, hotspot interactions, flip panels, and self-assessment components.



Pre-Work Considerations

How does the activity provide meaningful interaction?

My sequence of activities creates meaningful interaction because I'm not just presenting information—I'm asking learners to do something with it. When I use touch-screen hotspots that reveal more details or sample responses, I'm prompting learners to actively explore the content rather than passively consume it. Each tap becomes a small decision point where they uncover a micro-skill, an example, or a coaching tip right when they need it, which helps them stay engaged and process the material in manageable chunks. When I then ask learners to rewrite the steps in their own words, I'm pushing them into deeper thinking. They have to interpret the process, personalize it, and translate it into language they would actually use on the job. By combining exploration with reflection and personalization, I'm creating a learning experience where learners interact meaningfully with the content, internalize the skills, and build confidence in applying them during real calls.

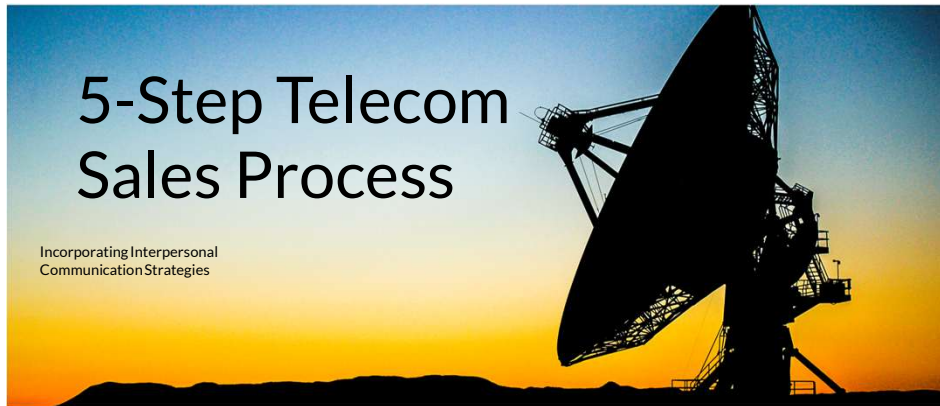
How does the activity integrate with existing learning resources?

My activity integrates smoothly with your existing learning resources because it's built from the same visual and conceptual DNA the learners already recognize. By using the same colors, branding, and overall design language, the interaction feels like a natural extension of the course rather than a separate add-on. The concepts that are reinforced through the touch-screen reveals directly connect to the core ideas introduced earlier in the course, creating continuity and reducing cognitive friction. Learners see familiar visual cues, familiar terminology, and familiar structure, which helps them stay oriented as they explore deeper layers of information. At the same time, the activity adds new opportunities for engagement, letting learners tap, reveal, explore, and rewrite content in their own words, so they're not just consuming information but actively working with it. This blend of consistency and interactivity strengthens the learning experience by making the activity feel cohesive, intentional, and aligned with the rest of my training materials.

How does the activity build on previous implementation decisions?

This activity builds from the choices I've already made in the course. I've been intentional about keeping a consistent look and feel, using same colors, same branding, same clean layout, and this activity fits right into that style, so nothing feels out of place for the learner. I've also built the course around a clear 5-step model and a learning approach that encourages exploration instead of passive reading, and this activity continues that pattern by letting learners tap, reveal, and dig deeper at their own pace. Because I've already emphasized micro-skills, real-world phrasing, and learner autonomy, the hotspot interactions feel like a natural extension of that philosophy. And when I ask learners to rewrite the steps in their own words, I'm building on my earlier decision to prioritize active processing, pushing them to think, personalize, and make the content their own. In a lot of ways, this activity isn't a new direction; it's the next logical step in the design choices I've been making all along.

Draw or Describe Your Shot



Echostarr Corp.

Learning Objective: Learners will apply new Standard Operative Procedure to present sales initiatives to customers.

Technical Notes (if applicable)

Fade-in from black



Title: The New Telecom Sales Process – Title Slide

Shot Number: 1

Key Script Lines

Welcome to an introduction to the 5-step telecom sales process here at Echostarr! We are so glad you decided to join us here at Echostarr. As one of the requirements of the many training sessions you will experience, you will need to become informed of the new sales standard operating procedure, which incorporates interpersonal communication strategies. This learning module will prepare you for how to interact with customers using our 5-step sales process. You will complete a series of interactive activities in this module to become comfortable with the new sales process. The interactive activities will automatically advance. Here is the objective of the module: Learners will apply new standard operating procedure to present sales initiatives to customers.

Let's get started!

Shot Type/Camera Movement

Medium shot, static camera

Animation

Slides appear from black

Draw or Describe Your Shot

Hotspot-based explanation of Steps 1-5

The 5-Step Telecom Sales Process

- 1 Connect & Clarify the Customer's Goal**
 - Warm greeting + tone alignment
 - Quick verification
 - "What are you hoping to improve about your internet or phone service today?"

Purpose: Establish rapport and uncover the customer's primary need early.
- 2 Diagnose Needs with Guided Discovery**
 - Internet usage (streaming, gaming, remote work)
 - Number of devices
 - Mobile lines in the household
 - Interest in saving money through bundling

Purpose: Build a clear picture of the customer's lifestyle and pain points.
- 3 Match Needs to the Best Package or Bundle**
 - Recommend one main option + one alternative
 - Explain benefits: speed, reliability, savings
 - "I recommend the Fiber 500 plan because you work from home and need stable video calls."

Purpose: Reduce cognitive load with tailored solutions.
- 4 Address Questions & Reduce Friction**
 - Clarify pricing & terms
 - Use empathy & reassurance
 - Provide simple comparisons

Purpose: Remove barriers to saying yes.
- 5 Confirm & Close the Sale**
 - Restate the chosen package
 - Confirm details & next steps
 - "You're all set—this bundle will give you faster speeds and save you about \$20 a month."

Purpose: Ensure the customer feels confident and supported.

Key Script Lines

"Learn the new 5-step telecom sales process or standard operating procedure designed to help you confidently recommend bundles and internet packages. These five steps guide every customer sales interaction. Select each step to explore how the step can be used in practice."

Hotspot 1 — Connect & Clarify

"In Step 1, I'd start with a warm, friendly greeting to set the tone and make sure I'm aligned with the customer's energy. Then I'd quickly verify their account or reason for calling so we're on the same page. After that, I'd ask a forward-moving question like, 'What are you hoping to improve with your current service?' to guide the conversation toward their goals."

Hotspot 2 — Diagnose Needs

"Next, I'd ask two or three targeted questions to understand how they use their internet or devices. For example, I might ask, 'How many people stream or game in your home?' or 'Are you looking to bundle internet with TV or mobile?' These questions help me identify the right package based on their actual needs."

Hotspot 3 — Match Package

"Based on what the customer shared, I'd recommend the package that best fits their usage and goals. I'd explain the benefits in simple terms, like, 'Since you have multiple people streaming at once, our Premium plan will give you smoother performance.' This keeps the recommendation tied directly to their needs."

Hotspot 4 — Reduce Friction

"If the customer has questions or concerns, I'd acknowledge them and give a clear, reassuring explanation. For example, I might say, 'Great question — installation usually takes about an hour, and we'll walk you through everything.' My goal is to validate their concern and make the process feel easy."

Hotspot 5 — Confirm & Close

"To close, I'd summarize the benefits and confirm the next steps. I might say, 'It sounds like this plan gives you the speed and reliability you're looking for. Would you like me to get this set up for you today?' This helps the customer feel confident and ready to move forward."

Shot Type/Camera Movement

Medium shot of facilitator and agent, static camera.

Technical Notes (if applicable)

Fade-in from previous slide

No background music or subtle 10% volume (matching Module 2)



Title: The New Telecom Sales Process - Introduction

Shot Number: 2

Animation

Each hotspot glows or pulses

When clicked, a small card expands with the step's explanation (in Key Script Lines)

Smooth fade-in of background and characters

Draw or Describe Your Shot

Hotspot 1 — “Current Services?”

Purpose: This is the first step. Identify what services the customer already has to avoid redundancy and uncover upgrade paths. **Example Question:** “What internet or TV services are you currently using?” **Why it matters:** Helps the agent tailor recommendations and avoid offering something the customer already owns.

Hotspot 2 — “Primary Goal?”

Purpose: This is the second question to ask. Clarify the customer’s main objective (speed, reliability, bundling, saving money). **Example Question:** “What’s the main thing you’re hoping to improve with your service today?” **Why it matters:** Guides the agent toward the right bundle or package.

Hotspot 3 — “Usage Needs?”

Purpose: This is the third question to ask. Understand household size, devices, streaming habits, gaming, remote work. **Example Question:** “How many people and devices use your internet on a typical day?” **Why it matters:** Determines the correct speed tier and prevents underselling.



Key Script Lines

Next, we’ll explore the questions you can ask customers to determine their needs. Read the question and click in the boxes to reveal the purpose of the answer, example questions you may ask, and why it matters. Click through “Current Service,” then “Primary Goal” then “Usage Needs” to reveal explanations for these types of questions.

Shot Type/Camera Movement

Slight zoom-in

Technical Notes (if applicable)

Use color coding (blue = services, green = goals, orange = usage).



Title: Step 2: Diagnose Needs

Shot Number: 3

Animation

Animation: card slide-up

Agent appears → question bubble pops up.

Three hotspot icons glow sequentially.

Learner taps each hotspot → card slides up with explanation + example.

After all three are opened, a “Continue” button appears.

Draw or Describe Your Shot



Recommend Example response: *"Based on what you told me, our Premium Bundle gives you faster speeds and streaming reliability."*
Tip: Focus on benefits, not features.

Address Questions Example Response: *"That's a great question — let me explain how installation works."*
Tip: Validate concerns before responding.

Close Example Response: Example: *"Let's go ahead and set up your new service today. Thanks for being an Echostarr customer!"*
Tip: Summarize benefits and express appreciation.

Technical Notes (if applicable)

Add subtle sound effects for each flip.



Title: Steps 3–5 Click-Through Panels

Shot Number: 4

Key Script Lines

"Now that you've clarified the customer's goals, it's time to move into the action phase of the conversation. We'll walk through how an effective agent recommends the right solution, addresses any questions, and confidently closes the call."
"Start with a clear, benefit-focused recommendation. Connect the customer's needs to the package or bundle that best supports what they're trying to accomplish."
"Next, be ready to address questions or concerns. Use empathy, validate what the customer is asking, and provide simple, reassuring explanations that build trust."
"Finally, close the call by summarizing the benefits and confirming next steps. A strong close reinforces value and helps the customer feel confident moving forward."
"Go ahead and click each panel to explore these three stages. When you're ready, continue to the next activity."

Shot Type/Camera Movement

[Medium dual presenter shot, static image.]

Animation

Animation: card flip
Panels appear side-by-side with subtle glow.
Learner clicks each panel → smooth horizontal flip reveals back content.
After all three are flipped, a "Continue" button appears to advance to the next module.

Draw or Describe Your Shot

Rewrite each step in your own words. Include example questions.



Recommend
Type your rewritten step here...

Address Questions
Type your rewritten step here...

Close
Type your rewritten step here...

Technical Notes (if applicable)

Include a “Submit & Continue” button that only activates when all fields have text.
An example response will be available for learners to view.



Title: Rewrite Steps

Shot Number: 5

Key Script Lines

“Now that you’ve observed the questions in the last 3 steps, it’s time to make it your own. In this activity, you’ll rewrite each step of the process — Recommend, Address Questions, and Close — using your own words.”
“Think about how you naturally speak with customers. Use phrasing that feels authentic, but still professional and clear.”
“For each step, include at least one example question you might ask. This helps you connect the technique to real call scenarios.”
“When you’re ready, type your responses into the boxes below.”

Shot Type/Camera Movement

Medium, static shot.

Rubric

1. Recommendation (Package Fit)

Clearly recommends a specific package.
Connects the recommendation to the customer’s stated needs (e.g., multiple users, goals).
Uses confident, supportive language.

2. Answering Questions

Addresses remaining concerns directly and clearly.
Validates the customer’s questions.
Invites clarification if needed.

3. Closing with Next Steps

States the plan or chosen bundle.
Describes what will happen next (shipping, email, setup).
Ends with a forward-moving, confident close.

Draw or Describe Your Shot



Key Script Lines

Congratulations! You have completed Module 3 Activity 1. This activity covers Learning Objective 3: **Learners apply new Standard Operating Procedure** to present sales initiatives to customers. Thanks for completing this module! .

Shot Type/Camera Movement

Medium, static shot.

Technical Notes (if applicable)

Audio narration will open on click.



Title: Thanks

Shot Number: 6

Animation

Confetti will explode when user hovers on image of confetti