



GUIDELINES FOR CREATING PWAU LESSONS

OBJECTIVES:

- 1) To provide product knowledge by training the guys and gals who sell your parts.
- 2) To help aftermarket sales staff become experts about your product line(s) and more helpful at the retail counter or in the field.
- 3) To help all who sell your products to become technical support people when talking to a customer on the phone or at the point of sale.

About Creating Lessons:

You can create a lesson about why your parts are the best and call attention to their features and benefits. Another lesson topic can be about how to present an “add-on sale” for best results or you can simply ask your tech department what the most frequently asked questions are and start with these. If every inside or outside sales person and counter person were able to answer your FAQ’s, then you will be way ahead of your competition. These are YOUR lessons. Teach sales staff what YOU want them to know. Please take a few minutes to view the ‘How to Create a Lesson’ found on the ‘University Tutorials’ page.

You may want to prepare your lesson in a software program such as Microsoft Word and then simply copy and paste it into the lesson area text box located inside of your administration area of PWAU. Please keep your lessons to a minimum of one (MS Word) page and a maximum of five pages long. You will overwhelm the students if you have more than five pages. To help us maintain a uniform look throughout the PWAU, we request that you please use the standard ‘Times New Roman-12 pt size’ font.

Your questions should be a minimum of 5 - 6 and a maximum of 10 – 12. Less would be boring and more would place added pressure on the students. Remember, you may have as many lessons as you need for your product line. Keep each lesson simple and to the point.

PWAU lesson test questions can be Multiple Choice, True/False or Multiple Response. Multiple Choice questions have four possible answers but only one correct answer. True/False questions have a simple true or false answer reply. Multiple Response questions have four answers with more than one correct answer. Remember, if you use the Multiple Response format, all of the correct answers must be shown to make the answer correct. So be clear when you ask the question.

You may review your lesson after you enter it into PWAU by clicking on the 'tools' icon to the right of the lesson name and then selecting 'Review Lesson' in the dropdown menu. This will show you how it will look when a student takes your lesson. Make sure the spelling is correct and that it looks and flows like you want. Be sure the questions are worded correctly with no trick questions. Make sure your answers are correct and you have marked the correct answer properly. Again, check the spelling and punctuation. Once you have reviewed your lesson and Q & A, you will need to make it "active" by changing it from inactive to active. Once you have made your lesson and Q & A active you may only go in and correct typos. You **MUST NOT** go back in and make changes to the context of the questions or lessons. If you do, your reporting information will be incorrect. If you need to add questions, simply create a new lesson and name it Part 2 or Chapter 2.

Once you activate your lesson, please notify us by sending us an email with your company name and lesson name. We will promote your lesson to PWA members via an email broadcast. If you have any questions, please contact the PWA offices or email us at: info@pwauniversity.com.