

New Franchise Owner Training Reinforces Buying Decision and Ensures Consistency

Challenge

Window World, America's largest replacement windows company with more than 200 locations, needed to upgrade its existing new owner training program. Proper training is critical to Window World's ability to create a universal customer experience across all of its locations. New franchise owners need to quickly get their stores up and running and rely on the training for product information and to learn how the Window World process works.

The existing Window World new owner training did not meet requirements. The Corporate Training Director was tasked with focusing the training and providing an instructionally sound experience.

The instructor-led training needed to focus on the following:

- Teach Window World standard operating procedures (SOPs)
- Provide mission-critical information to owners required to take on their new roles with confidence
- Provide many opportunities to get to know each other and Window World

Solution

The company turned to InfoPros, who attended the existing new owner training to understand the target audience and critique the current training. Based on the assessment, InfoPros recommended reorganizing the training and developing a series of pre-work assignments, a facilitator guide, and a participant workbook, which included more opportunities to practice skills and test learning throughout training.

The goal was for participants to come to training prepared – ready to learn and practice their skills. InfoPros developed a comprehensive series of pre-work activities that included everything from reviewing the corporate website and watching videos to participating in sales calls and observing a window installation. The pre-work introduced participants to the SOPs so that class time could be spent in discussion rather than learning the basic concepts.

The restructured presentation shaped participant knowledge and grouped information into logical topics. It also articulated the structure and objectives up front so that participants understood the goals of the training and what to expect.

InfoPros also developed a facilitator guide to ensure consistency and bring interactivity to the class. The guide included key points, discussion questions and directions for facilitating activities.

A redesigned participant workbook enabled participants to be engaged in the learning process and serves as a post-training resource. Learners actively participated in completing activities in the workbook and recorded their thoughts for reference after training.

Result

The training program reinforces new Window World franchise owners' buying decisions. Participants leave the training feeling confident in their jobs and in the Window World brand. The new structure provides flexibility to allow for increased discussion and collaboration time. Participants get to know each other and the Window World family while engaging in active learning.

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