Train the Trainer: Customer-Facing Excellence

📌 Program Objectives

1. **Develop facilitation and delivery skills** tailored for adult learners and customer-facing interactions.

2. Equip SMEs to **structure training sessions**, respond to diverse learner needs, and manage challenging customer questions.

3. Ensure trainers can **adapt to different learning styles**, handle virtual delivery platforms, and create interactive learning environments.

4. Embed **agility** into the learning and improvement process.

5. Conduct **evaluations and certifications** to ensure proficiency.

📅 Program Duration & Structure

- **Total Duration**: 24 hours
- **Frequency**: 2 sessions/week (3 hours each)
- **Format**: Virtual, Instructor-led, Interactive

🧩 Module Overview

Module 1: Understanding the Trainer Role (3 hrs)

- Transitioning from SME to Trainer

- Principles of Adult Learning (Andragogy)

- Trainer vs. Presenter vs. Consultant

Module 2: Designing Customer-Focused Training (3 hrs)

- Structuring training sessions (Opening, Body, Closure)

- Aligning with customer expectations

- Planning for varied learner profiles

- Building agile learning loops

Module 3: Engaging Virtual Delivery Skills (3 hrs)

- Mastering virtual tools (Zoom, Teams, etc.)

- Voice modulation, pacing, and body language on camera

- Creating engagement using polls, breakout rooms, and visuals

- Managing tech fatigue and virtual distractions

Module 4: Communication Mastery for Trainers (3 hrs)

- Simplifying complex product language

- Handling customer objections and difficult participants

- Using stories, metaphors, and examples

- Giving and receiving feedback

Module 5: Interactive Methods and Tools (3 hrs)

- Icebreakers, energizers, and games for virtual sessions

- Collaborative tools for engagement

- Group activities, role-plays, and real-time case simulations

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Module 6: Managing the Training Room (3 hrs)

- Time and pace management

- Reading virtual room dynamics

- Encouraging questions and managing silence

- Handling off-track discussions and scope creep

Module 7: Assessment and Evaluation (3 hrs)

- Measuring learning outcomes

- Creating quizzes, polls, and action-oriented tasks

- Getting meaningful feedback

- Linking training to performance metrics

Module 8: Final Delivery Assessment & Certification (3 hrs)

- Participants deliver a 15-minute mock customer training

- Peer & trainer feedback

- Individual reports and development suggestions

- Certification awarded based on predefined rubric

📊 Assessment & Certification Criteria

- Participation and engagement in sessions

- Completion of all assignments

- Delivery of a customer-facing mock session

- Rubric-based evaluation: content clarity, engagement, communication, confidence, and adaptability

📈 Impact Review & Continuous Improvement

- **Every 6 months**:

  - Impact review with stakeholders (customer feedback, trainer performance, training uptake)

  - Updated content/modules based on evolving customer needs and internal goals

  - Agile retrospective session to identify learning bottlenecks

- **Defined Metrics (customizable)**:

  - Trainer confidence scores (pre/post)

📚 Optional Add-ons

- 1:1 coaching for top trainers

- Learning community or buddy system

- Recorded module library for new trainers