

SAMPLE DATA COLLECTION PLAN

Program: TRANSFORMING THE SALES CULTURE

Responsibility: Louis Larochelle

Date: 2013-01-09

LEVEL	OBJECTIVE	INDICATORS	DATA COLLECTION METHOD	DATA SOURCE	TIMING	RESP
LEVEL 5 ROI	ROI of 130%	Benefits Costs Ratio ROI	Excel sheet	ABC inc	February 2012	Louis and Maureen
LEVEL 4 IMPACT	Increase Sales	Total value of sales before and after the training program	Excel sheet	ABC inc	August and September 2013	Louis and Maureen
	Increase Margins	Average value of sales before and after the training program	Excel sheet	ABC inc	August and September 2013	Louis and Maureen
LEVEL 3 APPLICATION	Usage frequency of the IMPACT sales management approach.	Likert scale	SM's Application Questionnaire	Sales Managers	May 2013	Louis
	Number and frequency of sales meetings	Likert scale	SM's Application Questionnaire	Sales Managers	May 2013	Louis
	Increase number of joint sales meetings	Likert scale	SM's Application Questionnaire	Sales Managers	May 2013	Louis
	Comfort level at establishing and communicating sales goals	Likert scale	SM's Application Questionnaire	Sales Managers	May 2013	Louis
	Number and frequency of pipeline coaching meetings	Likert scale	SM's Application Questionnaire	Sales Managers	May 2013	Louis
	Number and frequency of regular coaching sessions (talent based and weakness based) performed with the 4D system	Likert scale	SM Application Questionnaires	Sales Managers	May 2013	Louis
	Usage frequency of the performance management system (content to be provided by Maureen) in their work	Likert scale	SM Application Questionnaires	Sales Managers	May 2013	Louis
	What are the barriers and enablers that are preventing the usage of the new knowledge.	Multiple choices with Other	SM Application Questionnaires	Sales Managers	May 2013	Louis

LEVEL 2 LEARNING	Understanding the IMPACT sales management system and how to use it	Multiple choices or Open ended question	Learning Questionnaire	Sales Managers	March 2011	Louis
	How to prepare and perform sales meetings	Multiple choices or Open ended question	Learning Questionnaire	Sales Managers	March 2012	Louis
	How to prepare and conduct joint call audits (steps and audit criteria)	Multiple choices or Open ended question	Learning Questionnaire	Sales Managers	March 2013	Louis
	How to establish and communicate SALES objectives	Multiple choices or Open ended question	Learning Questionnaire	Sales Managers	March 2013	Louis
	How to conduct pipeline coaching activities based on the IMPACT sales process	Multiple choices or Open ended question	Learning Questionnaire	Sales Managers	March 2014	Louis
	How to use the 4D coaching system to perform talent based coaching as well as weakness based coaching	Multiple choices or Open ended question	Learning Questionnaire	Sales Managers	March 2015	Louis
	How to use the ABC inc performance management system	Multiple choices or Open ended question	Learning Questionnaire	Sales Managers	March 2016	Louis
LEVEL 1 REACTION	Participants really learned something new	Likert scale	Reaction Questionnaire	Sales Managers	February 2013	Louis
	Participants' intent to use the new knowledge	Likert scale	Reaction Questionnaire	Sales Managers	February 2014	Louis
	Participants think that the training program should be offered to new employees	Likert scale	Reaction Questionnaire	Sales Managers	February 2015	Louis
	Participants know what to do with the new knowledge	Likert scale	Reaction Questionnaire	Sales Managers	February 2016	Louis
	Participants feels the training program is relevant for their job	Likert scale	Reaction Questionnaire	Sales Managers	February 2017	Louis
	Identify potential improvement regarding the facilitator, the content or the training environment	Open ended question	Reaction Questionnaire	Sales Managers	February 2018	Louis
	What are the potential barriers and enablers that could prevent the usage of the new knowledge?	Multiple choices with Other	Reaction Questionnaire	Sales Managers	February 2019	Louis