

# COMMON PRODUCT KNOWLEDGE TRAINING MISTAKES TO AVOID



## Failing to Assess Learner Needs



Every participant is unique and L&D teams need to assess knowledge gaps individually to create better impact of the training

## Unclear Objectives



Setting clear learning objectives helps employees to understand and know what to expect from the program

## One-time Training



Employee development teams need to incorporate a continuous learning process in place as part of their training strategy

## No Continual Support Tools



Putting self-guided tools in place helps the workforce to stay relevant to the knowledge gained and boost retention rates

## Ignore Metrics Measurement



L&D teams need to have a tracking and monitoring technique in place in order to identify training effectiveness

## Too much Focus on Theory



Product knowledge can be best gained by hands-on experience with practical applicability and not just discussing policies and procedures

## Not Making the Connection



Effective product training helps employees understand how each offering provides a solution for customer challenges