

Bus 234 quail p1

Business



s s details: Due Needs assessment to determine training needs The of the company is Earthcare Group Limited. This is a consultancy firm based in the city of New York, Avenue 78, White Castle building 5th floor, second wing. The business is under the ownership of two US nationalists Prof. Johnston Rick and Dr. Evan Jey. The firm has been operational for the last three years. It offers environmental impact assessment (EIA) services. The business has seven employees including the firm accountant and secretary and five field agents. Six employees are holders of a Bachelor`s degree except the secretary, who has a diploma in secretarial services. All field agents have an educational background in environmental science while the accountant has an educational background in accounting. The mission of the business is to provide quality services in terms of advising clients on the best approach to designing and putting up infrastructure to allow minimization of environmental pollution in order to make the immediate surrounding healthier and friendlier.

The business anticipates to add the number of clients through the field agents. The field agents interact with clients on site and may attract new clients from their code of conduct and interaction with existing clients on the ground. The company wishes to conduct a needs assessment to determine the necessity of training its field agents on the best strategies for winning prospective customers to utilize the business` services. As discussed in Altschuld and David (57), in order to determine the training needs, all the field agents were given questionnaires, which contained open-ended questions on a Likert scale.

1. How often do you interact with prospective clients?

Responses

<https://assignbuster.com/bus-234-quail-p1/>

Results (%)

a

Hardly ever

0

b

Occasionally

0

c

Sometimes

100

d

Frequently

0

e

Almost always

0

2. How would you rate your skills of interacting with prospective clients?

Responses

Results (%)

a

Not competent

0

b

Somewhat competent

100

c

<https://assignbuster.com/bus-234-quail-p1/>

Uncertain

0

d

Competent

0

e

Highly competent

0

3. How often do you convince new clients you meet on site to use our services?

Responses

Results (%)

a

Hardly ever

0

b

Occasionally

0

c

Sometimes

100

d

Frequently

0

e

Almost always

0

4. How would you rate skills of convincing prospective clients to use our services?

Responses

Results (%)

a

Very poor

0

b

Poor

0

c

Average

100

d

Good

0

e

Excellent

0

5. Do you think training sessions on methods of attracting prospective clients are relevant?

Responses

Results (%)

a

Strongly disagree

0

b

Disagree

0

c

No opinion or uncertain

0

d

Agree

40

e

Strongly agree

60

From the results obtained from the short survey, the field agents` rate of interaction with prospective clients is average since their interaction skills and convincing are also rated average. It is thus imperative for the Earthcare group to train its field agents on best skills and strategies of developing and sustaining good customer relationships in order to increase the customer base for Earthcare Group.

Works Cited

Altschuld, James W, and David D. Kumar. Needs Assessment. Los Angeles: SAGE, 2010. Print.