Training for Salespeople

Coordinating fabrics and patterns was the emphasis for a self-instructional resource unit developed in cooperation with the Iowa Extension Service for on-the-job education of fabric salespeople. The learning activities were organized.
into a branched programmed learning format to accomplish
the objectives. The unit:

1. Was self-contained, mailable, inexpensive to
reproduce, and reusable.
2. Was designed to be self-motivational and
incorporated experiences that applied to the
job of fabric salespersons.
3. Allowed learners who already knew the subject
matter to skip the detailed learning activities.
4. Showed the learner how the information could
be used on the job.
5. Used fabric samples and other visual materials
to illustrate the topics being taught.
6. Provided immediate feedback about correctness
of answers.

The manual was completed by 40 fabric salespeople
in Iowa. The typical fabric salesperson in county seats in
Iowa was a woman, 40 years of age or younger, who had
relatively few years of experience selling fabrics. Generally,
the Iowa fabric salespeople had positive reactions to the
subject matter, the format, and the manual as a whole.
Findings indicated the programmed instruction format was
acceptable to the fabric sales employees, but the branching
technique needs to be explained more fully to the learner.

Salespeople indicated an interest in the following
topics for future self-instructional materials: selection of
patterns appropriate for figure type, construction techniques
for new fabrics, choosing appropriate interfacing fabrics,
and textile characteristics of fabrics.

“Self-Instructional Unit for On-the-Job Education of Iowa
Fabric Salespersons.” Barbara Lee Lane Hug. Master’s thesis,
Iowa State University, Ames, 1976.  

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