
research in brief

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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