

ABSTRACT

PT In the period 2022, sales of laboratory services will experience an inability to achieve targets. There are several reasons behind this problem, namely because the skills possessed by employees are still lacking and there is no training to meet job requirements. So far, there has been no company policy to develop human resources, especially in the sales division. Based on the results of gap analysis using training need analysis, it was found that the skill gap with a value of >1 is creativity skills with a gap of 1.3.

Based on the problems, data acquisition and alternative solutions, this research aims to design training needs and training programs for PT XYZ Surabaya sales employees in order to improve sales skills. The framework used for this design is the ADDIE framework (analyze, design, develop, implement, evaluate). The design process begins with the analysis stage, namely validating training needs, setting instructional objectives, confirming the audience and identifying the resources needed, namely content resources, technology resources, facility resources and human resources. Next, we enter the design stage, where at this stage performance objectives are prepared and testing strategies are determined using off-the-job training methods consisting of case studies and lecturing with test strategies in the form of post tests and practical tests.

The result of this design is a training module used to develop creativity skills designed using the ADDIE framework. The design results are verified based on comparison with the design specifications. The implication of the head of operations shows that the design is in accordance with needs because it is validated based on the fulfillment of performance target aspects and development needs requirements. The design of this training program can provide benefits to the research object in order to design a training program for PT XYZ Surabaya sales employees in a systematic and structured manner. In order to measure the effectiveness and influence of training on employee performance, an evaluation was carried out using the Kirkpatrick Model.

Keyword: ADDIE, Performance, Training