Business Need	New sales representatives often enter customer conversations without sufficient familiarity with tax and accounting terminology. This creates communication gaps, reduces confidence, and limits their ability to position solutions effectively. The purpose of this learning experience is to improve industry fluency and help sales representatives communicate with customers using the language and concepts important to tax and accounting professionals.
Target Audience	New sales representatives with limited accounting or audit experience.
Training Recommendation	Interactive eLearning course development in Articulate Storyline 360.
Training Time	Estimated seat time: 30 – 40 minutes
Estimated Delivery	Timeline dependent upon stakeholder review cycles and media approvals.
Deliverables	• 1 eLearning course • Voice-over narration • Knowledge checks and practice activities • Scenario-based assessment
Learning Objectives	By the end of this experience learners will be able to: 1. Identify common tax and accounting terminology. 2. Recognize appropriate use of tax and accounting terminology in realistic business scenarios. 3. Apply tax and accounting terminology during customer conversations. 4. Communicate confidently with customers using appropriate tax and accounting terminology.
Training Outline	Introduction • Welcome • Objectives Foundations • Key terminology • Interactive practice Knowledge Reinforcement • Matching activities • Crossword puzzle

	• Interactive knowledge checks Scenario Practice • Customer conversations • Practice opportunities • Guided feedback Final Challenge • AI-powered scenario assessment • Performance summary Conclusion • Review and next steps
Evaluation Plan	Learners will demonstrate understanding through knowledge checks, interactive activities, and scenario-based practice. Performance feedback will be provided throughout the experience.