



Press release

ZEISS Honored for *Sales Adventure*

ZEISS received the 2015 eLearning Award at this year's didakta for its *Sales Adventure* interactive sales training course for eye care professionals.

Aalen, Wednesday, 18 March 2015

An interactive world of learning allows eye care professionals and students to dive into a virtual city, where they have the opportunity to enhance their sales skills and learn how to make the right decisions with a coach at their side. Videos, coaching and learning games help participants solidify their knowledge. Embedding realistic role-playing games simplifies the transfer of new skills into every day practice. Participants earn success points with every action as an eye care professional avatar, and can receive a certificate at the end of the course.

The *Sales Adventure* from the ZEISS Vision Care business group has now been honored with the eLearning award in the *Best Story-based Learning* category at the 2015 didakta, Europe's largest education fair. Every year, the eLearning Journal recognizes around 25 state-of-the-art projects in the field of web-based training.

"Digitization is changing eye care and the way the next generation is educated," says Dirk Kubitschek, Director of Global Sales Training in the ZEISS Vision Care business group. "With this interactive, role-playing training course, future eye care professionals, as well as employees, learn how to provide solution-oriented advice to end consumers. The *Sales Adventure* focuses on the entire customer experience and not just the glasses."

With this training method, ZEISS intends to set a uniform consultation standard for the sales of ZEISS eyeglass lenses and to improve consultation for consumers. The interactive training course was implemented together with CoreCompetence, the specialist for digital learning experiences, and Aalen University.

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ZEISS

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. ZEISS develops and distributes lithography optics, measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and planetarium technology. With its solutions, the company constantly advances the world of optics and helps shape technological progress. The company is divided up into the six business groups Industrial Metrology, Microscopy, Medical Technology, Vision Care, Consumer Optics and Semiconductor Manufacturing Technology. ZEISS is represented in over 40 countries – with around 30 production sites, over 50 sales and service locations and about 25 research and development facilities. In fiscal year 2013/14 the company generated revenue approximating 4.3 billion euros with just under 25,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation). For more information, please go to www.zeiss.com

Vision Care

As one of the world's leading manufacturers, the Vision Care business group combines ophthalmic expertise and solutions with an international brand. The business group develops and produces instruments and offerings for the entire eyeglass value chain. In fiscal year 2013/14 the business group generated revenue of 761 million euros with around 8,300 employees.