



# Department of Psychology Colloquium

## Using Simulation-Based Training to Build a Skilled Sales Force

**Thor Flosason, Ph.D.**  
Kellogg Company



4:00 p.m., Friday, December 5, 2014  
1718 Wood Hall

This talk focuses on how simulation, data collection, and feedback can be used in a corporate training environment. Dr. Flosason is currently the Senior Manager of Retail Sales Training at the Kellogg Company in Battle Creek, MI. His team focuses on providing performance-changing learning experiences for Retail Sales Representatives and their managers across the US. The overall objective of these learning experiences is to enable the Kellogg sales force to successfully execute the standard sales call process in order to drive sales in the retail environment.

Dr. Flosason holds a Bachelor's degree in psychology from the University of Iceland, a Master's degree in I/O Psychology from WMU as well as a Ph. D. in Psychology (OBM track) from WMU.