

# Descriptive Attribute Training

Do you and your colleagues speak the same language? Are you experiencing decision churn over product attributes? Train the enterprise on how to speak the same language by creating customized lexicons for your products.



Example training that can be tailored to your organization:

- Create a core lexicon that covers the range of your products.
- Expose/train enterprise on character references for lexicon. All functions can be trained (RD, Quality, Marketing).
- Establish and learn intensity scales.
- Review proper tasting techniques.
- Train in-house panel leader.