



Getting the Most From Your Training Investment

Utilizing Blended Training Techniques for Retailers





The Retailer's Problem

It is a reality of the retail business...

The marketplace constantly evolves and changes.

- In the 80's the shopping mall created challenges for local retailers.
- In the 90's it was the growth of the large discount retailers that created difficulties for traditional downtowns and department stores.
- In the first decade of the 21st century big-box category killers were the hot ticket
- And now it is the growth of on-line retailing and the "show rooming" phenomena that is putting competitive pressure on retailers' revenues, margins and expenses.

It has always been a fact of retail life that what worked yesterday may not work today. But for specialty retailers there has always been one thing that has allowed them to not only survive, but to prosper.



“Our employees are our most important asset and the ones who provide the world-class service our customers deserve.” - Apple

Retail consultants will tell you that there are a number of factors that impact the ability to run a successful retail enterprise. These include location, product assortment, pricing strategy, inventory management, expense control, managing cash flow, visual imaging, marketing activity and more

Many of most successful retailers acknowledge that the thing that helps them to differentiate themselves from the competition is their people. Think about it, your employees touch virtually every other asset that you own including your inventory, your cash and most critically...your customers.

Since your team members are so important to the success of your business, it make sense that you invest in their growth and development. In fact, some of the most admired retailers in the United States The Container Store, Wegman’s and Apple have acknowledged that their investment in their people has been a critical component for their success.

Investing in People

Sales employees that received at least 5 days of formal training were responsible for bringing in nearly 80 percent more revenue.



The benefits of investing in training the workforce are numerous and they include:

Increased Revenue – Because they have better product knowledge and selling skills team members are significantly more productive!

Improved Customer Loyalty – Trained employees are more effective at selling the right product at the right time to your customers!

Higher Gross Margin – Competent sales representatives are able to not only increase conversion rates, but also increase the sale of profitable add-ons!

Lower Payroll Expense – Because they are so much more productive, trained associates are able to create more revenue for less expenditure of payroll dollars!

Less Employee Turnover – Industry estimates indicate that every time a retailer loses an employee it costs over \$10,000. Trained team members are more loyal and that is good for the bottom-line!

Benefits of Training



Training is Difficult

Many retailers will tell you that they do train their employees, but when pressed, they will tell you that the training is done in an informal manner.

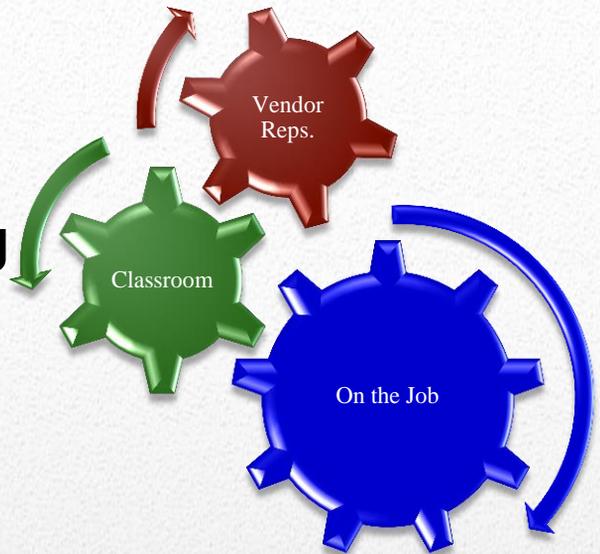
On-the-Job training should be a big part of any retail training program, but formal training is usually the differentiator between average and high performing retailers.

So why don't more retailers invest in quality training? The answer often comes down to a combination of factors such as:

- Too Many People
- Too Many Locations
- Too Little Time
- Tight Budgets
- Poor ROI from Prior Formal Training

The truth is that training is not difficult. But delivering ***effective*** training is. As a result, many retailers effectively leave their training to chance.!

Poor results can be attributed to: the use on outmoded methods. Poor training rhythm, a lack of follow-up or abandoning training altogether.



Most retailers have left the training of their sales representatives to chance. This is because they primarily rely on new employees to learn from their mistakes.

In some cases they might rely on representatives from their vendors to help team members learn about products.

If results take a turn for the worse they might call a last minute sales meeting or even engage a professional trainer for a one-time “quick fix.”

The problem with quick fixes is that they do not provide long-term results. In today’s competitive marketplace, retailers need to consider the benefits of using professionally designed training as part of an ongoing training rhythm. It is just a better way...

Traditional Approaches Don't Work



In Order to Get the Best Results
“Learning needs to be continuous, and it needs to be everywhere.”

Top performing retailers are a mix of training methods that get their training messages delivered more effectively and efficiently than ever before. These include:

Retail E-learning Courses – Professionally written courses that are delivered via the Internet. They are available 24x7 and can be completed between customers or on breaks

In-Store Materials – Because some people learn by reading and doing professional training companies provide in-store materials that help team members learn about your products and processes

On-going Meetings and Classes – Instead of having a meeting to solve a crisis, use an on-going rhythm of meetings to reinforce goals and behavior

The Right Tools Make All the Difference

Delivering Quality Training for Less Than \$100 per Employee per year!



The use of e-learning is the key. The benefits of these specially designed courses include:

- **Available 24 x 7** – Because it is delivered over the web the training can be take virtually anywhere and at anytime
- **Faster Learning** – Content that would typically require 40 hours of classroom training can be covered in 25 hours with e-learning
- **Consistent Instruction** – All students receive the same high quality content delivered the same way every time.
- **Better Retention** – Studies show students who learn via e-learning retain 40% more information!

Using Professionally Designed Courses



E-learning saves time, saves money and improves accountability

Other benefits of computer-based training include:

- **Improved Tracking** – Detailed reporting allows the user to identify opportunities for improvement or performance management.
- **Simplified Training Management** – Students can self-register for courses or students can be enrolled at your direction.
- **Save Time and Money** – No need to coordinate conflicting schedules. No need to pay for student travel. No need to pay rent for a classroom. No need to pay for printing costs!
- **Environmentally Sustainable** – Each e-learning student reduces their carbon footprint by as much as 85% compared to classroom instruction

Better Results for Less Money

Professionally designed and delivered training on dozens of topics



Retail training companies like [Retail Training Services](#) offer online courses for virtually every need and level of employee. This includes:

- **New Employee Orientation** – Basic retail skills including selling, customer service, handling difficult customers, loss prevention and visual imaging
- **Retail Sales Training** – A detailed review of the 7 steps of the “Top-Check” Selling System with additional training on up-selling, cross-selling and selling attachments
- **Management Training** – Courses include how to recruit, hire and train employees; time management: sales and performance management and more!

Retail Courses for Every Need



Don't Rely on E-learning Alone... A Consistent Message is Critical!

E-Learning lays the foundation for your team members' success. But the best retailers use other training methods to reinforce and build on that base. This include using:

- **In-Store Meetings** – For goal setting and product training
- **Webinars/Teleconferences** – Create team focus on specific areas
- **Formal classroom instruction** – That drives critical messages home with practice and skill building
- **Printed Materials and Reference Kits** – That help managers and sales reps stay on track
- **Outside Speakers** – For Energizing your sales team by giving them a fresh perspective

Building Your Training Rhythm

Free One-Hour Consultation

Are you looking for new ways to:

- Increase sales volume?
- Improve conversion rates?
 - Drive gross profit?
- Improve the quality of your people?
 - Reduce employee turnover?
 - Reduce expenses?
 - Improve cash flow?

Let Retail Training Services Help! [Contact us](#) for a free one-hour consultation where we will help you uncover ways to improve your business results through training and better store operations!