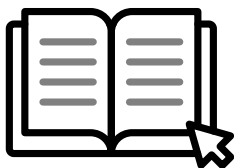
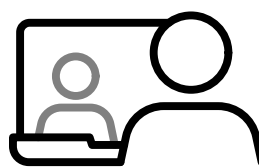


Rules of Retail Sales Training



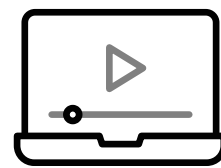
- 1 Training Never Ends**
Produce ongoing training on new products, merchandising campaigns, skills refreshers, procedural changes, and seasonal promotions.



- 2 Micro Learning, Macro Results**
The shorter the program, the better. Present small chunks followed by practice on the sales floor. Use short video segments for maximum impact.



- 3 Don't Tell, Show**
Demonstrate interactions with customers from the greeting to the sale and beyond. Build a relationship. Ask open questions. Use the customer's name. Don't be a pest but don't give up. Always cross-sell. Show these in action.



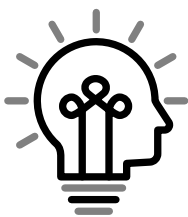
- 4 Customers Love Visuals --So Should You**
Explain how to create and maintain effective merchandise displays.



- 5 Phone & Tablets Are Tools, Not Time Waster**
Deliver online training via phone and tablets so people can learn on breaks and during down time.



- 6 No More Books or Binders**
Make your program self-contained, with no books to buy or lose, nor binders to maintain.



- 7 Training About Loss Leads to Gains**
Cover store operations: attaching and removing security devices, reporting stock shrinkages, and dealing with suspicious customers.



- 8 No Employee Left Behind**
As appropriate, provide training in multiple languages. Closed-caption video lessons.



- 9 Safety Is Important**
Include dealing with emergencies, the safety plan, and what to do in case of injuries.



- 10 Your Unique Selling Proposition**
Differentiate your outlets for the competition. Why are you the better place to shop?