

Is Your Frontline Staff Building Sales & Customer Loyalty?



If you're a retailer or sell B2C, chances are your organization has invested significantly in traditional and virtual stores, inventory, infrastructure, advertising, and staffing. In the face of global competition and tightening margins, you need frontline staff that builds both sales AND customer loyalty.

Measure → Learn → Master

*Retail Sales Essentials*SM measures the eight essential retail sales competencies (below) and answers these important questions:

- How well does the candidate we're about to hire know the current and emerging best practices associated with business-to-consumer selling?
- Does our team *consistently apply* those practices?
- How am I addressing the *performance gaps* of our front-line staff in critical areas like needs assessments, suggestive selling, and customer service?
- How can our staff become our competitive advantage that drives customer loyalty?

Realize Key Benefits

- **Best Practices Model** – the *Retail Sales Essentials*SM *Assessment* (RSEASM) is built on current and emerging retail sales best practices.
- **Product and Service Agnostic** – RSEASM works in any industry with any product or service sold in a retail or B2C environment.
- **Probes Where Interviews Don't** – provides significant insight into someone's true knowledge.
- **Taken Online** – easy access from any computer or tablet.
- **Powerful Dashboard Report** – measures individual results against both internal and international benchmarks to ID strengths and need areas.





A Best Practices Design

A team of successful retail leaders identified the following elements to create the *Retail Sales Essentials*SM Assessment and its related modular training:

- **8 Competencies** – a *competency* is defined as the set of work-related skills and behaviors needed to effectively perform a role.
- **49 Sub-Competencies** – a *sub-competency* is a specific aspect of a competency which supports its successful execution.
- **250+ Best Practice Behaviors** – a *best practice* is defined as a methodology or approach known through experience and research to produce optimal results.

You have far too much riding on the results to assume or guess what your staff understands about retail sales best practices.

Tailor the Best Solution

The chart below provides the different components for a custom solution to meet your needs:

Option	Description
The Retail Sales EssentialsSM Assessment	<ul style="list-style-type: none"> ▪ Measures someone's knowledge and understanding of the current and emerging best practices of retail sales and customer service. ▪ Completed online in less than 45 minutes.
Powerful Learning Modules	<ul style="list-style-type: none"> ▪ Traditional or virtual classroom options. ▪ Modular design for use in a teach-then-apply mode. ▪ Sales coaching tools and training for supervisors to help staff master RSEASM best practices.
Additional Services for Customization & Sales Management	<ul style="list-style-type: none"> ▪ Interpretation and gap analysis ▪ Customization ▪ Re-assessment to measure learning outcomes ▪ Topgrading models

A Complete Solution

Let BMG design a *Retail Sales Essentials*SM training program specifically for you to close your team's gaps in knowledge and performance. We can provide training and tools for your sales leadership team for effective follow-up in the field to assure all staff fully masters each of the RSEASM best practices.

Mega ROI!

The *Retail Sales Essentials*SM program is designed to work in ANY retail or business-to-consumer sales environment with any product or service. Consider what the impact of increased sales and margins per staffer, plus more repeat customers, can do for your organization! The skills that are learned, mastered and applied will provide years of payback.

An example of utilizing Retail Sales EssentialsSM to deliver measurable improvements in sales & profits:



A better solution is just a phone call or email away! If you're ready to accelerate your retail sales and profits, please contact us at info@boyermanagement.com or call 215-942-0982.

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