RETAIL AND CUSTOMER

Redesigned Retail Programs

Your existing retail programs rebuilt so associates create the approach together and practice it, instead of being told.

"We invested last time and nothing changed." "Customers walk in loyal and leave indifferent."

WHO IT IS FOR

LEVEL
Store and service teams, Frontline leaders

GROUP SIZE
Any group size

TIME
Sessions over weeks

FORMAT
In person · Virtual · Hybrid

LANGUAGES
English

BUSINESS OUTCOME
Customer loyalty, Execution

WHAT HAPPENS

A needs assessment aligns the outcomes with your business results and how your target community prefers to learn.

We identify the behaviors that matter and rebuild the modules so associates practice in environments like the floor.

Retention goes from under 10% at 48 hours to skills applied on the next shift.

WHAT CHANGES

- Programs that engage today's associates
- Capabilities retained instead of drained
- Record results in the channels that run it
- Less time in the room, more on the floor

HOW WE MEASURE

The team leaves with a written action plan, each item tied to a name and a date. Thirty days later we check which items moved and report that back to the sponsor.

HOW IT FITS WHAT YOU HAVE

Built around your store formats, your customers, and the moments your associates face on the floor. Practice rounds use your merchandise and your policies.

INVESTMENT

$10,000 per design day

Custom build · same number in USD, CAD and EUR

Redesign scoped after a needs assessment. Design days at $10,000. Customization of existing Learn2 content runs $2,500 per addition.

WHAT IT INCLUDES

- A needs assessment matched to how your associates actually learn
- Redesigned modules built for practice, not slides
- Facilitator guides your managers could run

PROOF

> **Turnover 80% → under 15%**
>
> Columbia House call centre: onboarding cut from 20 days to 10, sales up $18 million in year one

Schedule a 25-minute walkthrough

See how it runs online

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