

RETAIL AND CUSTOMER

Understanding the Retail Customer

Your service team works in teams, each on one customer segment, and leaves with clear insight into what those customers actually want.

"Our sales team leaves revenue on the table."

"Customers walk in loyal and leave indifferent."

WHO IT IS FOR**LEVEL**

Store and service teams, Frontline leaders, Sales teams

GROUP SIZE

Any group size

TIME

Anywhere from 60 minutes to 2 days

FORMAT

In person · Virtual

LANGUAGES

English

BUSINESS OUTCOME

Customer loyalty, Revenue growth

WHAT HAPPENS

Each team takes a retail customer segment and works a concrete, pragmatic tool to understand its priorities and requirements.

Insights get pooled across teams so the whole room sees the whole customer base.

The output is a one-page read per segment the team built themselves.

WHAT CHANGES

- The right message reaches the right customer the right way
- Loyal customers, who spend 15x more, get recognized
- Service priorities match customer priorities
- Sales and every bottom line move

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 day

Per delivery · same number in USD, CAD and EUR

Half day or full day, one Facilitator.

Formats: anywhere from 60 minutes to 2 days, for any group size. One Facilitator day covers everything up to a full day at the investment shown; a second day adds \$10,000.

WHAT IT INCLUDES

- A one-hour Joint Solution Design call, where you choose what your Participants experience
- Your Blueprint, the design for your delivery, reviewed by you before anything is built
- A Participant Manual matched to that Blueprint

Schedule a 20-minute walkthrough

[See how it runs online](#)

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