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MEDIA RELEASE - Retail Staff Induction Programs

Gain the maximum potential from new or existing retail staff.

Managing staff within the retail industry presents one of the largest challenges for store owners. Not only do you need to have the best product range, the right store location and most attractive looking store, you also need to have staff that are excellent in sales, merchandising, and of course customer service.

The front counter of a retail store is the most critical area of the business. It's this area that is either a make or break when it comes to converting stock into sales. The retail industry is well recognised for having a high staff turnover. For employers, dealing with transitional staff is often a major challenge. How do you upskill new staff quickly, educate them on "your" specific business operation, and then retain this valuable knowledge across the business?

Common Retail Induction Programs Issues

Some retailers have good staff induction programs. However in many other cases, induction usually consists of an introduction to an existing employee, and time spent working by their side to learn the basics. Problems quickly occur when the trainer either does not have the time to train the new employee in detail, or passes on less than desirable skills or techniques that adversely affect store retail performance. The opportunity to improve skills and develop a positive staff attitude is lost, and this may show up later in staff turnover, and lost sales opportunities.

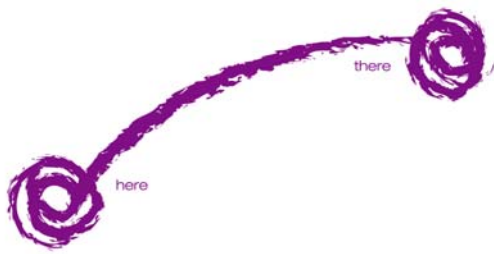
Retail E-vironment Pty Ltd (retail e-v) is an Australian business that provides a range of retail services. Managing Director Mr Robert Durrant explains some of the issues that retail chains currently face with store level staff skills "Our company has been providing services to retail chains for a number of years. We identified that staff turnover is one of the key issues when it comes to a successful retail chain" said Mr Durrant. "Good staff provides the assurance that the store is clean, stocked and merchandised correctly, increases sales annually, and achieves customers satisfaction"

Induction PLUS Program

retail e-v has recently launched their practical **Induction PLUS** Program. Induction PLUS combines staff training with store improvement tasks, and is a self run theory and practical format. The program works on the theory that staff should be trained "on the job", but be professionally managed so that all **store participants become multi-skilled by completing a defined corporate program**. This managed approach or mentoring is a key element to the success of the program, and further ensures that all employees within the organisation are educated in the same company standards and principles.

Mr Durrant also detailed that whilst most companies see that training is essential, most think that programs are either too expensive or not designed for their specific operation. Induction PLUS has been structured to be a step-by-step guide for employees and their line managers. Each program is tailored to suit the requirements of the retail chain with corporate colours, logo and terminology. Induction PLUS Program is affordable for even the smallest of retail chains, suitable for all training budgets.

The Induction PLUS program results speak for themselves - Induction PLUS Program is currently being implemented in two major high profile Australian retail groups, with a combined total of more than 1,000 outlets. Currently, there is no other program available that is as comprehensive, and provides a self run training process under the direction of a mentor.



Introduction Self Evaluation Worksheet

retail e-v has designed a FREE self evaluation worksheet to help you assess their own induction program. It provides a great insight to just how powerful programs can become. Contact us to obtain a copy of the free self evaluation worksheet.

For more information on the range of retail e-v retail training programs for staff induction, store operations, buying and merchandising, please visit www.retaile-v.com.au

About Retail E-vironment Pty Ltd

Retail E-vironment Pty Ltd (retail e-v), utilising Six Sigma quality methodology, very successfully provides a range of services around product, brand, retail, and category management. retail e-v uses their signature "Go to Shelf" strategy provides organisations in both Australia and New Zealand with Product Lifecycle Management (PLM), New Product Introduction (NPI), and value chain processes.

For more information about this press release or the range of retail management programs available from retail e-v, please contact Mr Robert Durrant on +61 3 9429-2293 or robertd@retaile-v.com.au