

# Getting started in retail

Retail Savvy Award – Available in print or online

Great businesses get the basics right. Make sure you get your entry-level employees up to speed with the essentials of excellent customer service. The Retail Savvy Award is ideal initial training for the retail industry.

It is easily delivered to your employees, on the job, at a pace that works for your business and it's available in print or online. Your employees will be upskilled in: service delivery, product knowledge and health and safety.



## Benefits for your business

Upskilling your employees in this on-job training programme helps you:

- ▶ impress your customers with great service
- ▶ stand out with a top reputation for customer care
- ▶ keep customers coming back
- ▶ increase productivity and sales
- ▶ boost employee morale and loyalty with nationally recognised training
- ▶ retain skilled employees and reduce costs associated with high employee turnover.

## Benefits for your employees

Upskilling your employees in this on-job training programme helps them:

- ▶ understand the importance of their role in your business
- ▶ gain valuable career skills to do a great job
- ▶ increase their job satisfaction
- ▶ start building a career as they move into the New Zealand Certificate in Retail (Level 3).

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## Skills deliver rewards and awards

Spark Store in New Plymouth wanted to stand out from a crowded market offering the same or similar products and services. They knew excellent customer service would be their powerful point of difference, and the key to success.

**Solution:** Manager Jody Stephens gets the best out of her team by giving each of them the opportunity to upskill in world-class customer service with one of ServiceIQ's on-job retail programmes.

**Result:** Understanding the right way to serve customers has paid off big time for the special Spark store: as well as helping to boost the bottom line, the team won a major retail award, and they get daily satisfaction from helping heaps of loyal customers.



## Programme features – Skills for success

Your employees will gain essential skills and your business will benefit. Here's a brief summary of what they will learn.

- ▶ Learning how to interact effectively with customers.
- ▶ Using product knowledge to help customers choose what to buy.
- ▶ Using the stock management processes and procedures in store.
- ▶ How to use safe work practices in a retail or distribution environment.
- ▶ How to work well with your team.



## Why ServiceIQ?

ServiceIQ is your industry-endorsed training partner committed to helping you build a successful business through world-class customer service and qualified people. We are the Industry Training Organisation (ITO) for the service industry and our experts develop top quality on-the-job training programmes that make a positive difference for businesses of all sizes right across New Zealand.

## More

This essential skills programme is just one of many that will benefit your business and employees. Talk to your expert ServiceIQ Training Advisor for no obligation advice and programmes to fit your needs.