

Sales and Customer Service Training - ALDO Group

The Aldo Group is one of Canada's largest shoe and accessory retailers with over 600 hundred stores in North America and Europe under 8 banners. The Aldo Group partnered with Prospero to create an innovative, creative solution for their sales and customer service training needs.

Challenge

The ALDO Group asked Prospero to design and develop a new innovative sales training process. Previously, Aldo sales staff participated in a self-paced, paper-based training program that encompassed operational training, sales training, and policies and procedures. The ALDO Group was challenged with incorporating elements of these existing programs and redesigning them in a structured but non-traditional format limiting the use of paper with the use of practicum, coaching, and mentoring being augmented. Senior management did not want sales representatives taking time off the sales floor to attend off-site courses and did not want to produce costly videos. The ALDO Group store's computers are dedicated to their POS eliminating the possibility for computer-based training.

A new sales training solution was required to provide sales staff with the knowledge, skills, and tools required to meet organizational performance expectations. The goal of the new training was to create a performance-based sales culture based on the ALDO selling techniques resulting in increased sales and improved customer service.

Solution

Prospero designed a coaching, apprenticeship, on-the-job training model using paper based job aids, "trivia cards" and a game-based learning approach. The content of the legacy sales training was repurposed and incorporated into the Prospero solution along with new content. During the design of the training solution, the Prospero Instructional Design Lead and The ALDO Group Subject Matter Expert updated The ALDO Sales Process resulting in a simplified sales approach and a more efficient training solution.

Each store was provided with a set of custom designed flash cards. Each set of cards included two decks – one deck for the managers and one for the sales representatives. The sales representative's cards were divided into subsets for each sales technique. Each subset was further divided into action and trivia based color-coded cards.

The instructional strategy of the trivia cards was to enable learners to describe Aldo's sales techniques and to properly implement them when dealing with a customer or potential customer. The strategy also enables sales associates to evaluate and monitor their progress and improvement resulting in an increase of their individual sales using the new modified sales techniques. Managers and supervisors were also provided training on how to coach and implement the new sales training solution.

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