

Creating A Selling Culture with Theatro

The Challenge

According to a new study conducted by University of Pennsylvania professor Marshall Fisher, “more than 50% of shoppers seek advice when they enter a store. As a result, educated and engaged store associates who met consumers’ needs—especially knowledge about a specific product—rang up sales that on average brought in 89% more money than those who

didn’t,” the study found.

Presently, for most retailers, there is no effective way to provide associates with the training they need to become knowledgeable about products, remind them of important sales initiatives and ultimately enhance their sales technique without interrupting their time on the sales floor.

A case study by **pointb.**

Changing Behavior

Following a nation-wide Theatro rollout, a \$785 million retailer with 90 domestic stores leveraged Theatro’s Content Distribution Manager and Manager’s App to create a five-week training program for in-store associates. The test aimed to measure the improvement in product knowledge among the team, improved compliance to the sales enablement plan, and ultimately a lift in units per transaction.

Program Design

Full-time and part-time associates were made aware of the sales initiative program and had undergone a basic level of training and awareness before the test commenced. Resources and Theatro Champions were identified at the HQ level ahead of time and coordination between Store Managers, Departmental Managers, Sales Coaches and Expertise Trainers were all prepared in advance.

The Theatro team worked closely with the retailer’s merchant department to identify effective products for promotion over the course of the test and worked closely with Store Managers to create a gamified scorecard system – supported by Theatro’s performance data – to ensure proper execution.

The success of a program that attempts to transform the culture of the in-store operations requires excellent execution from headquarters through each of the stores. Ineffective follow-through at the store level can eliminate some stores from realizing the benefit of a customer-focused culture will reduce the overall return on investment for the company.