

Transforming Retail

Humans

Retail Education

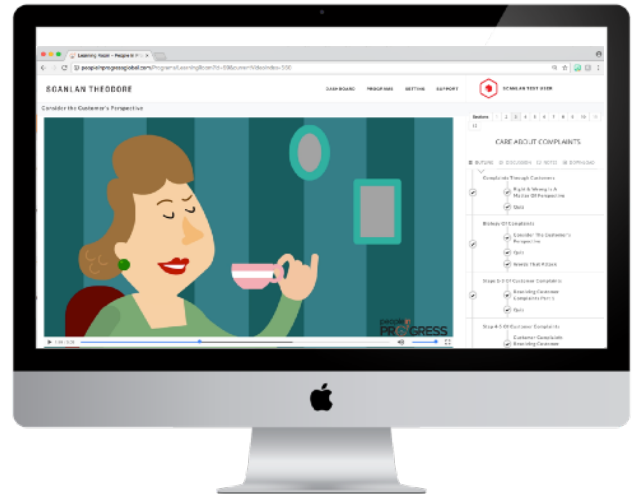
Retail education has been at the core of Progress Retail for nearly thirty years. Throughout the past three decades, retail has evolved through the advent of email, the internet, e-commerce, and the variety of new marketing channels for customer acquisition. Future physical retail will be very human; communication skills and awareness around empathy will be just as critical as a sales process within an overall sales system. Our comprehensive, front-line first approach encompasses individually tailored learning programs for the front-line, multi-site role, and retail C-Suite. Our focus is on behavioral repatterning, allowing for deep skills embedding, as opposed to the outdated, superficial, memory-based learning methods.

Retail Leadership ≠ Retail Operations

The rise of the retail operations manager has contributed to the drain in aptitude of the front-line retail manager. Retail leadership requires the ability to scale a healthy sales culture from store to store, and eventually region to region. Nobody is born with these skills; they must be developed. Each of Progress Retail's retail education programs builds upon each preceding program, creating a depth of understanding and solidifying the sales culture of your business. It creates career optimism through learning-based succession planning, which is always behind the culture of a strong retail organization.

Hidden & Massive Costs

In-person training is very expensive. Renting a room, potentially equipment, travel costs, and wages involved in today's retail climate is not sustainable. Retention and distribution are both



limited. Focusing on the real metrics and their corresponding costs such as **high employee turnover**, **low length of service**, and **low store management appointees trained** indicate the qualitative nature of training within an organization. The outcomes aren't easily quantifiable, but they can degrade brand perception and financials. There is no other buffer in between these individuals and your customers. Engaging your front-line workforce through stimulating learning enables retail leadership to monitor new hires, and keep their thumb on the pulse of their progress.

Self-Paced, Measurable & Transparent

Today's learner wants to learn **their** way, on whatever device **they** please, whenever **they** please. Our self-paced learning management system is mobile-friendly and compatible on virtually any device, which means learning becomes less of a compliance-driven task, and more of a succession planning and employee engagement tool. Our intuitive reporting dashboard is customizable, and enables retail supervision to monitor the progress of learners. Our interactive learning interface enables note-taking and discussion creation, furthering the community and social aspect of learning within your team.

It Begins With C.A.R.E.™

C.A.R.E. Customers Are Really Everything® has had over 25 years of durability as a retail front-line selling system. In the early 1990s, before empathy was the buzzword it is today, the foundation of C.A.R.E.™ was all about empathy. If we are armed with the communication skills and empathic perspective of our customers, we will relate to them in a more meaningful way, increase sales, and increase market-share.

In early 2017, C.A.R.E.™ underwent a transformation of its own, being fully adapted for each retail vertical, and developed into two programs: C.A.R.E.™ Customer, & C.A.R.E.™ Coach. This completes the front-line learning cycle, as C.A.R.E.™ Customer reaches every member of the retail front-line, delivering the **“Why”** & **“What”** components. Subsequently, C.A.R.E.™ Coach delivers to the retail front-line manager **“HOW”** to execute the standards of the C.A.R.E.™ system each day to optimize their business. It also delivers the special **“WHAT IF”** element by inviting the manager to consider these principles towards a future role as a multi-site manager.



C.A.R.E.™ Customer is comprised of nearly four hours of video content, 9 PDF Support Documents, and over 30 quizzes spaced throughout the 11-Section program. Topics include:

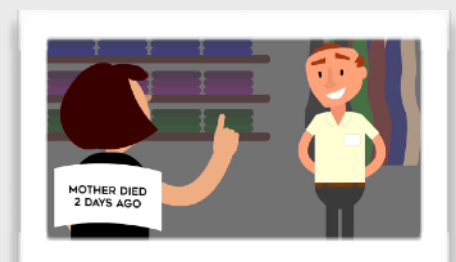
- Personal Accountability & Responsibility
- Active Listening & Acknowledging Statements
- Empathy & Customer Complaints Process
- Greet the Customer & Initial Area of Interest
- Discovery Diamond®
- Presenting
- Suggesting Related Products
- Handling Objections
- Closing the Sale & Capturing Data
- Purpose Reminder



Discovery Diamond®
Section 4:
Discovery Diamond®



Capture Data
Section 9:
Closing the Sale



Three Purposes
Section 1:
Welcome to C.A.R.E.™

C.A.R.E.™ Coach Develops Future Managers

C.A.R.E.™ Coach is a re-designed program that demonstrates to front-line retail management the detail behind running a consistent store. Progress Retail is committed to store management trainees receiving the development necessary to be promoted “ready”. C.A.R.E.™ Coach achieves this through exposing the manager to their role as a business owner turning over millions of dollars in revenue. It demonstrates what’s required to build trust within a store, and how to leverage that trust to create change through constructive feedback and leadership.

Retail Business Acumen

At Progress Retail, we don’t believe in withholding information from the front-line. We believe in empowering future retail leaders with life skills that have the capacity to also transform their business. Within C.A.R.E.™ Coach, we dedicate two sections to the following financial literacy components:

- Top-Line Revenue
- Gross Profit & What Affects GP
- Controllable Expenses
- Uncontrollable Expenses
- EBIT/ Net Profit & What Affects EBIT/NP
- Productivity Metrics
- Sales Statistical Analysis

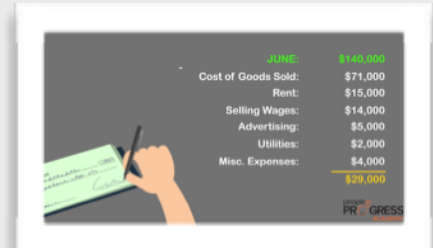
Creating Future Retail Leaders

C.A.R.E.™ Coach interweaves management and leadership processes and principles around the lessons of C.A.R.E.™ Customer. This creates scalable alignment and standards from store to store.



Numbers Don't Lie
Section 10:
Retail Financials

Informed or Ignorant
Section 4:
Essentials to Trust

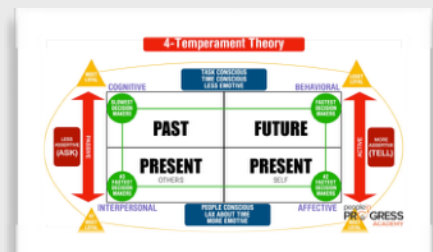


	PR	GRESS
Cost of Goods Sold:	\$71,000	
Rent:	\$15,000	
Selling Wages:	\$14,000	
Advertising:	\$5,000	
Utilities:	\$2,000	
Misc. Expenses:	\$4,000	
		\$29,000



Cold Hard Numbers
Section 4:
Essentials to Trust

Time for Action
Section 6:
Four Temperaments



C.A.R.E.™ Coach is comprised of nearly five hours of video content, over a dozen PDF Support Documents, and over 30 quizzes spaced throughout the 11-Section program. Topics include:

- Learning Styles
- Individual Temperaments
- Take Fives® Feedback Model
- 4-Mat Learning Delivery
- Retail Financial Literacy
- Trusted Feedback
- Daily Meeting Models
- Building a Resilient Retail Team

