

# Transforming Retail Humans

## Performing Retail Human Capital

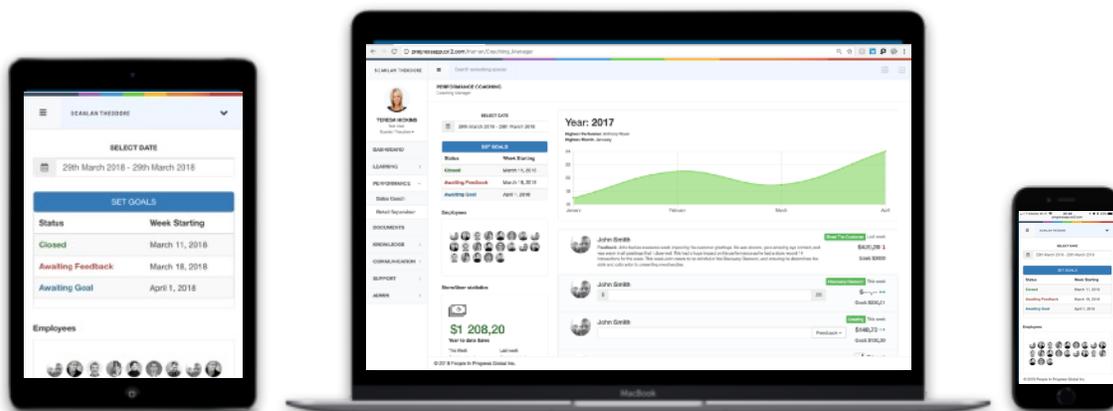
Performance in physical retail hasn't been easy the past several years. In some global markets, this storm of reckoning is just approaching as it makes its way from the western seaboard of America across the Pacific Ocean. The ability to learn from more mature retail markets, by making deft investments in the right places, at the right time, enables technological leapfrogging in innovation. This then creates a more connected and engaged retail organization. At Progress Retail, our core has always been the delivery of education, but our differentiation exists in the qualitative measure of comprehension through our enablement tools, namely: Retail Sales Coach & Retail Supervisor.

### Retail Sales Coach

Providing that the front-line manager has the skills to deliver constructive feedback aimed at improving a sales professional's performance, [Sales Coach](#) creates transparency and objectivity in retail sales management. This is how it works:

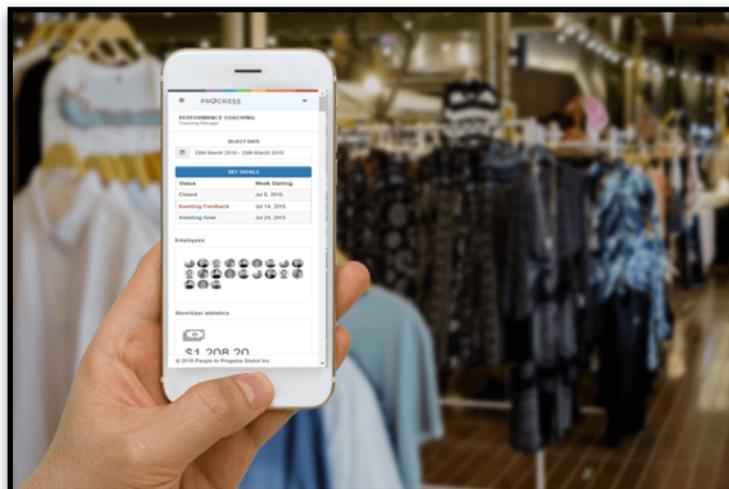


1. Retail Manager assigns weekly dollar targets to each member of the front-line team. Manager also assigns a coaching behavior and enters feedback explaining decision.
2. Retail Sales Professional receives online notification of assigned target and coaching feedback.
3. District & Regional supervision has access to time-stamped entries of coaching management.
4. Performance can be tracked week to week, and therefore the level of coaching and its correlating effect is measurable.



Coaching isn't easy, but if it's happening at all, it's often times subjective, or anecdotal. If we aim to truly transform retail human capital, it has to be more transparent and objective. As a subscription client, you have the opportunity to customize the coaching criteria so that it fits your organization, or you're able to use the criteria from the C.A.R.E. Customers Are Really Everything® System. [Sales Coach](#) enables in-depth access to the level of sales management occurring in any store. Here are some of the features included:

- Time-stamped entries for verification
- Custom deadlines and notification reminders
- Customizable coaching criteria
- Auto-calculating deficits and surpluses
- Reporting available for coaching management
- POS integrations available for Sales Professional performance automation



## Retail Supervisor (Beta)

These front-line managers need to be managed in a supportive way as well. The store visitation requires a positive overhaul that's focused on the development of those on the front-line- not the current checklist completion, and then off to the food court. The follow-up required to ensure the actionable items designated during the store visit process requires leveraging cloud-based software. This way, true accountability and transparency is made possible to ensure that "what is getting measured- gets managed". [Retail Supervisor](#) is a customizable, interactive store visitation tool that allows for media uploads, financial data inputs, and organized follow-up communication. It's able to be client customized in currently in six areas:

- Profit & Loss
- Sales Statistical Analysis & Behavioral Coaching
- Merchandising
- Safety & Security
- Training
- Operations

