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VIDEO AND WEB-BASED TRAINING PROGRAMS

Video Training Programs

Provide an excellent training option for blended learning (video and classroom) within the retail environment. We create industry-specific programs to help train associates in an effective and time efficient way. By learning and improving important fundamental skills, associates have the ability to impact the financial bottom line of the company.

On-line Web-Based Programs

Provide the most reliable and efficient way to train employees to keep up with market trends, innovations and regulations; giving businesses a competitive edge. This option offers convenient access, consistent training, with reporting that can be linked to existing HRMS systems.

Program examples include:

Power of Suggestive Selling Web-Based Course

The purpose of this course is to explore the power of Suggestive Selling and how associates can use proven techniques to provide excellent service to customers and helping the store meet and exceed its sales goals. Scenarios are presented which involve recognizing opportunities to engage in suggestive selling. Review questions at the end of each lesson reinforce information in a quick, easy to understand format.

Managing Your Best: Skills of Effective Store Managers Video Training Program

Great managers don't happen by accident. They develop themselves through experience and by making their own learning a high priority. This training program emphasizes strategies for problem-solving, decision-making, trust building and conflict resolution for managers of all levels.

Sponsorship Opportunities

Sole Sponsorship \$15,000-\$60,000

Co-Sponsorship \$6,000-10,000

Target Audience

Store-level associates and Management associates and professionals responsible for human resources and training

Sponsors benefits:

- Display of company logo and credit at the conclusion of project (video, web-based training or other delivery)
- Recognition of project sponsorship in the FMI publications catalog
- Recognition and promotion of project sponsorship on the FMI Web site
- Promotion of product to the top retailers US
- Company mention in product promotional mailings to FMI member companies (domestic and international)
- Press release mentioning project sponsorship distributed to top trade press in USA
- Recognition in project promotional feature in the FMI Daily Lead (4 times/year)
- Specially designed marketing pieces that include your company logo
- *Highlight of company product in project(if appropriate)*