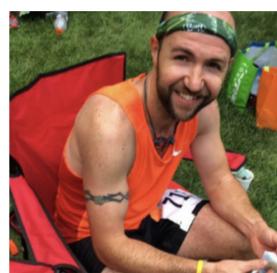


# Sell more this new year with educated retail associates



## January and February are typically the slowest retail months of the year.

It can be especially frustrating for brands who feel somewhat separated from the front lines and the people directly impacting consumer foot traffic and purchases, but it doesn't have to be. The key to bridging that gap: knowledgeable sales associates, who share credible product recommendations.



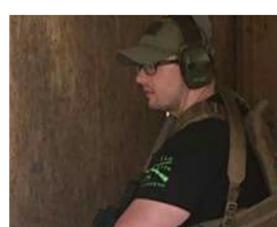
**Joe Mayer**  
[DICK's Sporting Goods, Sales Team Member](#)

### Product knowledge is mission critical

During the holiday craze, shoppers are looking for the highlights of a product, but come the new year the level of consideration put towards making a product increases. To help consumers feel confident with their purchase a sales associate must have a deeper understanding of the products in question.

"Slower foot traffic times make it easier to spend more time with customers" says DICKS Sporting Goods employee, [Joe Mayer](#). "When you have more face time with a customer it's easier to get in depth with specific products and share personal experiences."

And Mayer is not alone. [James Chandler](#), a retail associate at Cabela's shares, "A knowledgeable seller can provide additional assurance that the person is going to get the best item that will do what they need it to reliably. An informed seller can go a long way."



**James Chandler**  
[Cabela's, Retail Associate](#)

Consumers echo Mayer and Chandler's sentiment. According to a [survey by TimeTrade consumers want more knowledgeable help](#). In fact, 50 percent of respondents reported what they value most in a retail sales associate while shopping is a smart recommendation. What's more: nearly 90 percent were more likely to buy when helped by a knowledgeable sales associate.

The new year is the perfect opportunity to get back to the basics with your retail education tactics. Invest your time, energy, and resources to give sales associates the needed information and experiences to help shoppers buy with confidence. Most retail marketers and training teams have a handful of tactics available to provide pertinent product knowledge to their sales force.

## Here's a quick review of the most common education tactics:



### Field Team:

Face-to-face interactions between a brand and the sales associate are extremely valuable. [Expert Adam Higinbotham](#) echoes this and recommends "events and in-store clinics or demos to keep people coming through the door and engaging with a well-trained and prepared staff." But as a stand-alone tactic, this can be expensive, difficult to scale and hard to measure.



### Retailer Learning Management Systems:

Many retailers, specifically big box and national retailers, have an in-house LMS that brands can tap into. This is a great way to get in front of retail associates quickly and with the support of their corporate teams. On the other hand, these LMS platforms don't scale across all retail partners, making it difficult to drive results across multiple channels.



### Social Media and YouTube:

Social media platforms allow retail marketers to produce content and deploy it at scale. The content shared on these platforms educate both sales associates and consumers, increasing the value of the tactic. However, social media doesn't provide an opportunity for retail marketers to create first-hand product experiences for their sales associates, a critical component of a meaningful product recommendation.



### ExpertVoice:

For the past 14 years, ExpertVoice has helped hundreds of brands create and share effective product education to retail sales associates everywhere their products are sold.

*"My training with ExpertVoice has really helped me as far as putting more knowledge behind what I do and the advice that I give,"*



**Dylan Isabel**  
[Academy Sports Assistant Manger](#)

## The product knowledge and experience ExpertVoice provides drives sales — even when sales are slow.

For the skeptics, here are a few stats from an [academic study conducted by Marshall Fisher](#):



Sales associates who completed even one short online module with ExpertVoice **sold 69% more than those who didn't.**



Sales associates who completed six or more modules **sold 123% more than those who took none.**



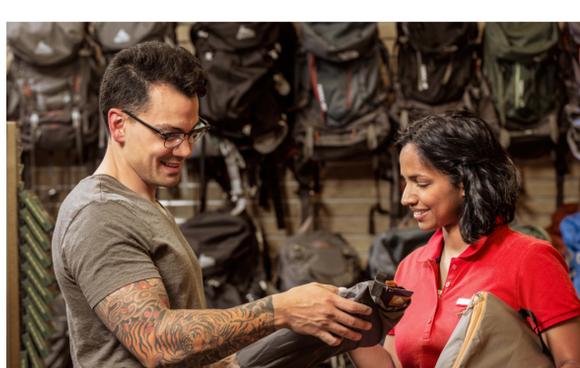
**Brand sales were 87% higher** for sales associates who engaged with just one education module specifically designed for that brand vs. those who didn't engage at all.



Sales associates that took one ExpertVoice course containing an average of three modules **sold a full 9.5% afterward.**

## Rather than sitting idly while watching your retail sales fall victim to the post-holiday sales slump,

take a proactive approach and empower your sales associates with the skills to create a dynamic shopping experience for your customers. ExpertVoice helps brands provide effective product education and firsthand product experiences to empower retail sales associates to sell more.



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