

Top 5 Lessons Learned Selling into Retail

Lesson #1:

Many retailers have come to rely exclusively on Axonify for their front-line associate training, while continuing to leverage their LMS for the corporate side of the business.

Lesson #2:

The value that Axonify retail customers get from the ability to communicate with associates each and every shift via our broadcast messaging capabilities is almost as valuable as the learning they receive through the platform.

This is because they don't tend to have corporate email and have no other way to connect with the front-line.

Lesson #3:

More than any other vertical, retail deals need to include both learning/HR and the business together.

No matter where the deal originates, it's critical to get both leaders together as quickly as possible - in the same room at the same time.

The goal in this initial high level meeting is to get the business side to acknowledge that associate knowledge and performance is a problem and that they're not getting what they need from corporate learning – ideally in front of L&D leadership – in a nice way of course ?

This opens up the conversation to doing things differently.

Lesson #4:

During discovery, it is essential to get a handle on 'the day in the life' of the associate – what tools do they use, what do they need to know to be successful, where are the gaps.

As part of this process, make sure that you visit a store, multiple stores if possible to get a feel for the culture, their environment and potential problems that they may be trying to solve around associate knowledge.

Don't be shy about asking the associates about how they get trained, what's working and what's not. This legwork is invaluable as you shape the problem, build your unique value prop and formulate your sales strategy.

Lesson #5:

Sometimes when we talk to retailers, we find that they're very focused on leadership training and forget their frontline staff.

Although we can help with leadership skills development, where we can really help them move the needle is with their associates.

So, to demonstrate Axonify's highest value in a retail environment, try to get past the leadership-only conversation early and get buy-in on the value of a knowledgeable, high performing front-line workforce that more consistently does the right thing.