

STUDY CASE



“The training has gone very well, feedback has been excellent”



KIWIHOST

CHALLENGE

Stirling Sports is a nationwide franchised network of stores supplying sports and active wear, from big brands, adidas, Nike, Asics, Under Armour and more. They have been in the market for over 50 years and presently have over 40 stores nationwide from Kerikeri to Invercargill.

The head office of Stirling Sports aims to educate their staff with product knowledge from those big brands via product evenings, to ensure that staff are up to date with the latest range of products and the technology that goes into each product. As part of the feedback from these sessions it was determined that training on how to sell the products better would be a great addition.

KiwiHost were asked to come in as part of the product evenings and provide sales training to 150 staff in very short time slots, that matched with all the big brands being represented.

Date 2017 - ongoing
Courses Fully customised
Sales & Customer Service Sessions
Participants 150

“The training received great feedback both on the night and through our internal feedback. This enabled us to expand our relationship with KiwiHost further to include additional sessions.”

Stacey Lumsden
Marketing Manager

The training needed to be formed into short punchy sessions for primarily young transient staff that would engage them and inspire them to sell more to their customer base.

SOLUTION

KiwiHost came up with half hour sessions that would fit into the existing product knowledge events. The sessions imparted two key messages and then enabled some of the participants to practise selling their ‘real’ product range to their colleagues in a competitive environment. Despite some scepticism from a few about undertaking role-play, they took to it like a duck to water and were able to receive real-time feedback from not only KiwiHost, but also their peers about their performance and options for them to try out on the shop floor.

The feedback has been excellent, both throughout the sessions and through internal surveys. Some of the individual franchises have now contracted KiwiHost to provide additional training for their staff. We continue to work with Stirling Sports to further embed the training and ensure their staff are well trained in the art of selling.

“My highlight of the evening was the practise role playing in Jared’s talk. I found this good practise in a comfortable environment with immediate feedback to further my sales techniques.”

“Jared’s presentation on the 6 steps of selling was by far my favourite. These 6 steps should be implemented in our training manuals and provide a simple yet effective approach to selling.”

“The guys who presented for the sales focus were awesome and it would be good to spend more time with them to learn selling ideas.”

COMMENTS