



Creating A Selling Culture with Theatro

The Challenge

According to a new study conducted by University of Pennsylvania professor Marshall Fisher, “more than 50% of shoppers seek advice when they enter a store. As a result, educated and engaged store associates who met consumers’ needs—especially knowledge about a specific product—rang up sales that on average brought in 69% more money than those who

A case study by **pointb**.

didn’t,” the study found. Presently, for most retailers, there is no effective way to provide associates with the training they need to become knowledgeable about products, remind them of important sales initiatives and ultimately enhance their sales technique without interrupting their time on the sales floor.

Changing Behavior

Following a nation-wide Theatro rollout, a \$785 million retailer with 90 domestic stores leveraged Theatro’s Content Distribution Manager and Manager’s App to create a five-week training program for in-store associates. The test aimed to measure the improvement in product knowledge among the team, improved compliance to the sales enablement plan, and ultimately a lift in units per transaction.

Program Design

Full-time and part-time associates were made aware of the sales initiative program and had undergone a basic level of training and awareness before the test commenced. Resources and Theatro Champions were identified at the HQ level ahead of time and coordination between Store Managers, Departmental Managers, Sales Coaches and Expertise Trainers were all prepared in advance. The Theatro team worked closely with the retailer’s merchant department to identify effective products for promotion over the course of the test and worked closely with Store Managers to create a gamified scorecard system – supported by Theatro’s performance data – to ensure proper execution. The success of a program that attempts to transform the culture of the in-store operations requires excellent execution from headquarters through each of the stores. Ineffective follow-through at the store level can eliminate some stores from realizing the benefit of a customer-focused culture will reduce the overall return on investment for the company.

The Power of Data Gamification

Over the course of the five-week program, sentiment from store associates was not only positive, but spoke to the power of data gamification and the impact fostering a culture based on teamwork can have on performance. This powerful feedback, paired with tangible ROI, illustrated the reality that, when done systematically, utilizing Theatro for training purposes can effectively move retailers towards a teamwork-based culture focused on a marriage of product knowledge and sales technique, leading to an increase in incremental sales and higher customer satisfaction.

Seeing the Results

In addition to positive associate reviews, we now understand that Theatro, paired with an effective training program, can be used to accomplish the following:

- Drive sales conversation and increase units per transaction (UPT) rates in all stores across all divisions with knowledgeable, proactive selling
- Decrease traditional sales training costs incurred from classroom-style training and overtime (OT) homework and increase effectiveness with daily in-ear reminders
- Improve overarching employee product knowledge with cascading in-ear training & knowledge transfer, leading to more confident & effective selling
- Use Theatro-supported gamification methodology to move the organization towards a teamwork-based culture focused on the marriage of product knowledge and sales technique
- Apply labor savings to augment staff on the floor, leading to incremental sales.

In addition to a host of intangible benefits (associate confidence, improved in-store teamwork, increased associate product knowledge, improved customer experience, etc.). A well executed, Theatro-based program can have an eight-figure impact to the top-line revenue of the company.

While our learnings were specific to this case, the culmination of people, process and Theatro's innovative technology can be applied to a diverse array of companies looking to enhance their customer and employee experiences, resulting in increased revenue for the company.

\$12m

Annual Incremental Revenue

709%

Return On Investment