

Solutions for 10 frustrations in Retail sales

10 Frustrations

10 Solutions

01 Staff is perceived as a **cost center** by 30% of top managers.

We demonstrate that staff can be the **1st productivity lever**.



02 The culture of distribution is sometimes « **virile** ».

The **leader-coach style** allows to inspire and empower the teams for better engagement.



03 We sometimes observe **toxic climates in stores** that even the customer perceives.

We promote **management rituals** that build a serene and stimulating climate.



04 **Undesired staff turnover** is unsustainable in many chains.

We build loyalty thanks to an improved employee experience with a positive e-NPS.



05 Many employees and managers feel **uncomfortable about mathematics** and do not master KPIs.

We transmit the **arithmetic of commerce** with pedagogy and empathy.



06 Managers usually spend more time on **what is urgent** than what is important.

We train managers to take care of **what is important**, thus anticipating what is urgent.



07 Customers notice that there are too many **unmotivated salespeople in stores**, and they opt for online commerce.

We reignite the spark of commerce, the smile of my baker, the **“connected” salesperson**.



08 We identify standard deviations of up to **50% in KPIs** between sales person and between stores.

We co-develop a **sales method** to trigger each KPI and address **productivity reserves**.



09 **Commercial challenges** and stimulation often produce limited results.

We co-developed a **retail gaming** toolbox to boost 1 KPI in a short time.



10 **«That’s just how I am »**: many managers have not worked on themselves and show a stereotyped style.

We suggest self-knowledge exercises: « **public identity** », **personality types** (MBTI or DISC).

