



Empowering Your Retail Team: From Task Fulfillment to Sales Leadership

What's inside?

Pages 03

Introduction: A Day on the Sales Floor

The Why: Shifting Customer Preferences in the Retail Realm

Pages 04-06

01 The Birth of the 'Zero Consumer'

The How: The Era of Performance Enablement

Pages 07-11

- 01 Smart To-Dos that Align with Goals
- 02 A Crystal-Clear Visualization of Progress
- 03 Deliver Customer Experiences that 'Wow'

The Impact: Elevating the Employee and Customer Journey, and Amplifying Sales

Pages 12-14

01 Checklist - Set your frontline team up for success

Conclusion: Unleashing Retail Success

Pages 15



Website

rallyware.com

Sales inquiries

sales@rallyware.com

Phone

(877) 858-8857

Introduction: A Day on the Sales Floor

Several days per week, Marianne clocks in for her shift at a home decor store. She reviews her to-do-list for the day, which includes unpacking and pricing a new shipment of holiday decor that arrived the previous evening. Throughout the day, a few customers enter the store and browse around. Marianne greets them cheerfully and encourages them to ask her any questions they may have. After a day of helping her teammates on the floor restock the shelves, Marianne finishes her shift for the day.

Although Marianne accomplished her tasks and finished her workday, there might be an additional layer to the story. In fact, there should be. Where's the engagement? The sense of empowerment? The captivating customer interactions? These crucial pieces of the puzzle are missing.



As we will delve into, the retail scene has undergone a significant shift in recent years, with further changes still underway. A fresh, innovative approach is necessary to captivate customers and ensure their long-term loyalty. As Trevor Edwards, Nike brand president, stressed all the way back in 2017:



Trevor Edwards

Brand President, Nike



“Undifferentiated, mediocre retail won't survive.”

This transformation all begins with frontline enablement. As a retailer, how can you empower your sales team, helping them transform from passive employees to proactive, entrepreneurial sellers?

Website

rallyware.com

Sales inquiries

sales@rallyware.com

Phone

(877) 858-8857

The Why: Shifting Customer Preferences in the Retail Realm

New shopping habits, along with ebbs and flows in the economy, continue to shape the retail landscape. Business Insider reported that at least 20 major retailers have announced that they're closing US stores in 2023, which amounts to more than 2,800 locations. Rite Aid and CVS are shuttering locations, the drug store retail sector struggling to compete with Amazon and big-box chains such as Walmart and Costco.

Many consumers today are uncertain, flocking towards essentials and cutting back on discretionary items such as furniture and electronics. Consumer spending has slowed, and people are looking to spend more on services like plane tickets rather than goods like video games. Retailers, in this situation, must look to become more personalized in their efforts, approaching customers as clients rather than one-time customers to really drive profitable growth.



Website
rallyware.com

Sales inquiries
sales@rallyware.com

Phone
(877) 858-8857



The Why: Shifting Customer Preferences in the Retail Realm

The Birth of the 'Zero Consumer'

Several authors at McKinsey [point to](#) the rise of the "zero consumer" - those with no tolerance for delays, no brand loyalty (often switching brands), and no boundaries (seamlessly shopping across various channels, even buying groceries online). Consumers are also moving away from the middle of the market - opting to either scrimp or splurge.

The authors suggest taking steps to actively nurture the consumer relationship by providing diverse ways to become indispensable in various aspects of people's lives. This involves consistently offering and communicating savings that are reinvested back into the customer, thereby strengthening the loyalty loop.

Many frontline employees, on the other hand, are simply getting fed up with monotonous work and unpredictable hours. A 2022 McKinsey [study](#) found that the quit rate for retail workers is more than 70% higher than in other industries across the United States.



Quit rate for retail workers is more than **70%** higher than in other industries across the United States

Priorities also vary among demographic groups - a lack of career development is the top driver of attrition for employees under 35. In a 2023 Retail TouchPoints [survey](#) of more than 120 retail executives, 70% of respondents cited hiring and retaining associates as their primary challenge. This was the case for the second consecutive year.

70% The icon shows 10 stylized human figures arranged in two rows of five. The top row consists of five white figures, and the bottom row consists of five dark blue figures.

of respondents cited hiring and retaining associates as their primary challenge



Website

rallyware.com

Sales inquiries

sales@rallyware.com

Phone

(877) 858-8857

At the heart of the matter, the customer experience is essential. Customers today expect seamless experiences that span channels and touchpoints. To stay competitive, retailers are providing an array of choices to meet and satisfy customer demands, including curbside pickup, same-day delivery, self-service checkouts and installment payment options.

Are these enough, however? Aside from the ease and convenience provided by technology, customers still value genuine interactions - 52% of Canadian consumers say that knowledgeable and helpful sales associates are an appealing part of in-store shopping, PWC's [Global Consumer Insights Pulse Survey](#) highlighted. At a more analytical level, especially for high-ticket items, stores have to provide a motivation for consumers to visit them. With the employee-customer interaction so key to the shopping experience, retailers – particularly sales and operations leaders – must find a way to empower the frontline to provide the best possible CX.



The How: The Era of Performance Enablement

The bigger question is: are retailers brainstorming innovative strategies concerning their frontline workforce to combat these negative sales trends effectively?

Being at the forefront of customer interactions, frontline retail employees play a vital role in elevating and completing the overall customer journey, as well as creating brand loyalty. They play a key role in driving sales, such as through promoting specific products based on customer needs. Therefore, the solution lies in deploying the appropriate technology to help them both achieve more and sell more in the flow of work. At a time of consumer restraint, strengthening the capabilities of members of the retail workforce is essential.

The logical solution, one might conclude, would be to implement some sort of robust Learning Management System (LMS) to deliver training and learning content.

Today, a different kind of experience is needed - how can we evolve beyond just learning toward measurable increases in sales performance?



Customer story:



Hibbett Sports had the firm belief that, if they began by improving the way their employees receive and retain information, that would provide customers with the engagement they were looking for, and would also attract more future all-star employees.

Working with Rallyware, Hibbett was able to transfer content to any of the company's associates instantly, so in-store employees were able to access knowledge from their personal devices at any time. This little innovation had a big impact - when training content was actively engaged with, the sports retailer saw a 54% increase in sales.

Find out what else they accomplished in the full customer story!

Website

rallyware.com

Sales inquiries

sales@rallyware.com

Phone

(877) 858-8857

Smart To-Dos that Align with Goals

Here we have this different kind of experience, what experts term “performance enablement technology,” which serves as an enabler for sales performance, aiming to enhance sales productivity on a broader scale. For frontline sales associates, this drives their performance upward, reinforcing the most productive, proactive behaviors. Using AI-guided recommendations and business rules defined by the company, this technology intelligently adapts to accommodate each employee's performance, objectives, and preferences.

Marianne's goal is to sustain meaningful relationships with previous customers, aiming to reconnect with three per week. Alternatively, her goal might be to climb up the ranks within the store's staff and secure a managerial role. Regardless of her aspirations, performance enablement can pave the way for her success, adapting to fit her goals as well as her employer's expectations and desires for her sales productivity.



Rather than a simple 'to-do-list,' performance enablement technology will provide her with smart to-dos that are personalized for her, in the flow of work. The tech could ask her to mentor and assist several new sales team members to practice and demonstrate her coaching abilities. It might present her with customers who bought products from the previous season, individuals she can contact to notify them about remaining available items (also in line with the store's aim to clear excess inventory).

This is critical, as a lack of alignment between personal values and the organization's overall mission can serve as a catalyst for employee turnover; instead, performance enablement technology actively aligns the company's needs with the individual's goals. Ultimately, the technology shows her what to do, when, and rewards her for executing the most revenue-generating behaviors.



Gregory Beidler

Director of Operations,
DICK'S Sporting Goods



“In the store, do you have a process of connecting with employees when they arrive and when they leave for a shift? Talking to them about their performance, their goals and what is going on in the store? For engagement, it’s powerful because in larger retail companies, it is easy for an employee to feel left behind, and if you have a process in place that is purposeful when you are going to connect with every employee throughout the day, that changes engagement on a daily basis.”

A Crystal-Clear Visualization of Progress

Sellers like Marianne may feel as though they are working within a vacuum - they may complete their tasks and feel a sense of accomplishment, but are they truly progressing? In terms of getting to where they want to be, are they almost at the finish line, or trailing behind the pack?

A performance enablement platform (PEP) would intelligently surface all key information in one place, making it easy for sellers to see their progress and the steps needed to reach their goal. If they veer slightly off course, it nudges them in the right direction, driving employee buy-in toward the store's and company's success by connecting it with his or her own success.

By mapping out progress and offering actionable steps towards goals achievements - for instance, 'you didn't quite meet your sales targets for this month, so here are some tips on how to succeed during the next month, and activities that you can put into practice.'

This tangible roadmap serves as a clear representation of their journey and highlights the path ahead.

Customer story:



Running shoe retailer Fleet Feet was experiencing growing pains. How could the company guarantee that 'Outfitters' (the term used for their brick-and-mortar sellers) are adequately trained and knowledgeable for success? This was particularly challenging given their recent expansion, with more than 200 stores now in operation.

As an example, training for new hires requires weekly sales enablement videos. Yet how can staff be encouraged to view and grasp these bite-sized product demonstrations, irrespective of their location? Working with Rallyware, Education Manager Heather is able to track and analyze engagement activity for weekly sales enablement content, and distribute rewards on that basis.

Learn what else Fleet Feet accomplished in the complete **customer story!**



Website

rallyware.com

Sales inquiries

sales@rallyware.com

Phone

(877) 858-8857

The How: The Era of Performance Enablement

Deliver Customer Experiences that 'Wow'

Performance enablement technology helps sellers to build relationships with customers, providing them with effective tools and tips for successful sales.

For instance, a customer relationship management (CRM) system might provide real-time access to customer data and purchase history, allowing a seller to make personalized product recommendations and tailored offers based on the customer's preferences and past interactions. With external data integrations, they could access real-time product information and inventory availability ('Do we have any of these designer shoes in the back? Let me take a look from my iPad'), and use digital product catalogs to showcase a diverse range of products and features. All of this done quickly, via a smooth, easily navigated interface, right in the flow of work.



Website

rallyware.com

Sales inquiries

sales@rallyware.com

Phone

(877) 858-8857

The Impact: Elevating the Employee and Customer Journey, and Amplifying Sales

Empowering sellers with performance enablement technology empowers them to deliver these exceptional experiences consistently and seamlessly.

This recent Global Sales Report found that salespeople who actively embraced the platform saw a 3X increase in their average order size compared to their less-engaged counterparts. In an era of fierce customer retention battles, this powerful metric showcases the tangible benefits of embracing such technology for sales growth.



The report also found that data-driven sales gamification (e.g. Marianne earning a badge upon connecting with four past customers) led to 81% higher retention of salespersons compared to those who were not interacting with these features. In terms of curbing workforce turnover, this is a game-changer. Such technology makes it easier - and fun - for salespeople to be more productive.



Zebra Technologies' 16th Annual Global Shopper Study uncovered a critical pain point among retail associates: customers can access price and product information on their smartphones faster than the associates themselves.



Annual Global Shopper Study

As a customer, imagine being greeted by a knowledgeable, proactive seller who goes the extra mile, offering exceptional service and even suggesting new products based on your past purchases, instantly accessed via an AI-powered mobile PEP, directly in the flow of work. Valuable services that save customers time, and help build better relationships.



85%

of associates agree that real-time inventory visibility helps provide shoppers with better experiences

63%

of shoppers are concerned about the lack of in-store assistance

61%

of associates have little time to help customers because they are focused on other tasks of lower value

Source: Zebra

Website

rallyware.com

Sales inquiries

sales@rallyware.com

Phone

(877) 858-8857

Checklist - Set your frontline team up for success

- ☐ Provide in-depth product knowledge and sales training to all team members
- ☐ Set clear sales targets and performance expectations for each team member, and encourage them to set their own
- ☐ Establish a feedback system to regularly review performance and provide constructive feedback
- ☐ Implement a motivating incentive structure to encourage sales performance
- ☐ Incorporate user-friendly tools to streamline sales processes and improve customer interactions
- ☐ Offer leadership development programs to nurture potential leaders within the team
- ☐ Facilitate ongoing learning and development opportunities to keep the team updated with industry trends, product knowledge and more
- ☐ Foster a collaborative work culture that encourages team members to support each other and share insights and experiences
- ☐ Emphasize the importance of understanding customer needs and delivering exceptional service
- ☐ Implement a system for recognizing and appreciating team members' efforts and achievements to boost morale and motivation

Conclusion: Unleashing Retail Success

Several days per week, Marianne clocks in for her shift, brimming with confidence and a clear sense of purpose. When confronted with a situation, such as the particulars of a new product she is not yet familiar with, she is presented with a script to bolster her understanding of the product line, so she can expertly communicate its features to customers. She is assigned meaningful tasks that align with her personal objectives while benefiting the business, such as leading a small team on a specific sales campaign.

Most importantly, she feels valued and appreciated for her contributions, a sense of autonomy and ownership over her work, and has trust in her organization's support and recognition of her potential. Her strong performance not only boosts sales but also centers on providing dedicated customer service. The final pieces of the retail puzzle have now fallen into place.

In today's competitive market, empowering sales teams

is especially critical, given the fast-paced technological changes and shifting consumer behaviors, highlighting the significance of authentic and informed interactions and highly engaging shopping experiences.

Retailers shouldn't wait for the perfect product experts. Instead, they can prioritize attitude in hiring and cultivate knowledgeable experts in-house. Unlocking the potential of retail staff such as Marianne - helping them be their best- is the secret to unlocking greater sales success for retailers.



Website
rallyware.com

Sales inquiries
sales@rallyware.com

Phone
(877) 858-8857