

CASE STUDY



The nature of the business shirt and formal wear makers market is very price driven with retailers such as TM Lewin and Hawes and Curtis dominating the arena. Thomas Pink identified the need to develop its people to emphasise their unique selling points which are not always evident to the unaware customer.

Business challenge

- High levels of price driven competition across the market
- Communicating the price vs quality relationship, enabling the customer to understand and buy into the brand making price no longer a barrier
- Making client data capture and 'clienttelling' part of the culture
- Lack of consistent selling skills confidence
- Need to develop soft skills around selling behaviour
- Unclear link between sales and service along with building relationships



Linda Jameson
Retail Training and Operations Manager,
Thomas Pink

Solution

learnpurple worked with Thomas Pink to develop a worldwide, bespoke learning and development solution focusing on selling skills. All the solutions were delivered on-site through one day interactive, participant-led sessions. The programme included:

- Identifying the Thomas Pink client, their needs and behaviours
- Clarifying Thomas Pink in the market and understanding perceptions of the competition
- Establishing the USPs of Thomas Pink
- Understanding and applying the loyalty cycle in luxury retail—what point loyalty is built and indeed broken in the cycle
- Examination of human behaviour including language, communication and relationship building
- Creation of a standard Thomas Pink selling skills structure
- Identifying local selling and marketing tools for 'clienttelling' and increasing the database

"The selling skills course, which was tailor made for Thomas Pink by learnpurple, has made a very positive impact on our stores. Not only has it re-energised our people and but it has helped to increase sales.

"Stephen Yates was a fantastic trainer and was well received by all stores and personally helped provide me with the tools to ensure a successful roll out of the course in subsequent months."

Linda Jameson
Thomas Pink

Outcomes

Since the introduction of the Thomas Pink sales academy, the organisation has witnessed:

- Consistency throughout the business around knowledge of the tools, USP and KPIs required to drive the business, customer loyalty and increase sales
- Clear understanding of both the customer's expectations and that of the business
- Detailed structure for selling skills and how sales associates can personally have an impact on the business
- Significant increase in sales following the introduction of the selling skills programme.
- The programme was rolled out across the globe and will be revisited in the future.