

SCOTTISH GROCER FEATURE SYNOPSIS

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TRAINING FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 29th April 2019**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

Staff can make or break a business. Serving as ambassadors for the business, a switched on employee can make all the difference to a store's performance. In this feature we'll look at the training services on offer for c-store retailers and ask what the benefits of engaging with third party training are. We would welcome comments on the following:

- What are the benefits of investing in training for store staff? What effect can comprehensive training have on a store's compliance? How much scope is there for third party staff training to improve customer service and store takings.
- What courses and services do you provide? Why would these services be of value to a convenience retailer? How can retailers access these services?
- Food to go is exploding in convenience but many retailers still lack confidence in this area. What training resources exist to help retailers turn the dream of a quality food to go offer into a reality?
- Alcohol licensing in Scotland is about as complex as it's possible to get. How can effective training ensure retailers stay on the right side of the law with their off sales offer?
- Retailers are often short on time. In your view, how useful can online training be for retailers and staff?