

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

### Training

Editorial contact for this feature is

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Deadline for editorial submission Friday, May 7th.

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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.*

Good customer service is key to repeat business and helpful staff can be key to driving incremental sales across a range of categories. In this feature we'll take a look at the role staff training can play in Scottish convenience stores and ask why retailers should consider investing in this area. 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 expanding in Scottish 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 in to 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?