

Part 3: 3-3 Personnel Elements for Building Store Image

Many consumers equate a store with the quality and number of its *personnel* or *employees*. In fact, some consumers shop with a particular retailer because of the availability of trained employees who provide superb customer assistance, the product knowledge possessed by the store employees, or the friendliness of the store personnel.

Stores that provide sales training, product seminars and extra educational incentives for their employees find that the costs are well spent. Many times the retailer's vendors will provide training seminars for the store's employees in order to present product information and selling techniques for a specific product line. For example, a brand company offering a new, innovative line of cotton product incorporating new technology within the design will want to educate its retail partners on the uniqueness of the product and major selling attributes that will assist in enticing the consumer to try and ultimately purchase the product.

Additionally, these vendors usually provide merchandising and display aids and other promotional items to assist the store's visual merchandisers in creating and maintaining the brand image of their company. Often the brand company will provide props for the displays, planograms for the merchandise presentation, and extra visuals and fixturing for a shop concept.

