

# THE SECRET TO MAKING YOUR BUSINESS GROW: INVEST IN PEOPLE.

Retail Skill Development &  
Training Program



## PROGRAM BASICS:



### What do you gain when you train?

TRRAIN Foundation and Aptech have collaborated to offer special training courses tailor-made for people working in Retail and Hospitality sector, **pan India**. The program helps retail associates perfect multi-lingual conversational skills, and arms them with better communication powers. This results in improved customer interactions, a stronger brand image, better performance, and a promising future for retail associates who train with us, across the hierarchy.

TRRAIN-Aptech Education program has trained more than **8700+ retail associates** and delivered over **100000+ training hours**. The program was awarded 'Best Innovation in Vocational Education and Skills Training' at the World Education Summit, 2012, and 'Global Innovation for Service Excellence' at the World Retail Forum.

## PROGRAM DETAILS:



### What is the training process?

1. **Workshops:** Full-day programs conducted over 1-3 days.
2. **Immersive training:** Intensive programs conducted over a few weeks, for 4-5 hours a day. (Operational constraints are taken into consideration while scheduling the training).
3. **On-the-job Training:** This involves imparting skills, knowledge, and competencies that are needed for employees to perform a specific job within the workplace.
4. **Role plays**
5. **Activity based learning**
6. **Demonstrative Method of learning**

Minimum batch size required to train is 20-25 associates.



## TRAINING MODULES:



Retail Knowledge



Retail Selling skills



Visual Merchandising



Planning



Communication



Ethics,  
Value, Integrity



Customer Service



Leadership



Personality Development  
& Etiquette



Food & Beverages



Team Management



Problem Analysis



Time Management

Modules start at prices as affordable as ₹69\* per participant, per hour.

We keep the organization's vision and mission in mind while designing content for employee training programs. To ensure a cycle of learning, evaluation, and development, we do the following:

1. **Training need analysis:** We combine mystery shopping and one-on-one interactions with retail associates to discover the issues regarding communication and customer service skills.
2. **Setting training KPIs:** We share realistic Key Performance Indicators (KPIs), based on what is and isn't possible to measure at the store level. This is usually an iterative process that ensures clear deliverables.
3. **Trainer familiarization:** We arrange for trainers to conduct store visits and interact with HR, product teams and participants. We also arrange the delivery of content at the client's chosen location.
4. **Training:** We deliver a highly interactive, trainer-led and multimedia-supported training program that involves innovative teaching methods, such as role plays, activities, training with regional trainers in regional languages, and handling real life shop floor situations. These hasten the overall learning process for retail associates.
5. **Assessment and certification:** Participants are assessed at the end of the program and certified.
6. **Impact evaluation:** Carried out by your supervisors / store managers with Key Performance Indicator guidelines from us.
7. **Review:** We present a case study on the entire initiative and the actual impact observed. Continued training intervention is planned on this basis.

## CURRENT CLIENTELE:

Organizations that have trusted us with their training requirements:

ADITYA BIRLA  
AISHPRA JEWELLERS  
AKBARALLY'S  
ARVIND LIFESTYLE BRANDS LTD.  
BAGGIT  
BEING HUMAN  
BOY LONDON  
BRACIALETO  
CAPITAL FOODS  
CLASSIC POLO  
COTTON WORLD  
DLF  
DTSS  
ETHNICITY

HIDESIGN  
HYPERCITY  
INDUS LEAGUE  
INORBIT  
ISHANYA MALL  
JASHN  
KKCL  
LIFESTYLE  
MADURA F&L  
MEBAZ  
NATURAL ICECREAMS  
PANDA RETAIL  
PN RAO  
PORTICO

PRESSTO  
PROVOGUE  
RETAIL JEWELLERS  
R CITY  
SHOPPERS STOP  
SKECHERS  
SOCH  
SODEXO  
TIMEZONE  
VIVIANA MALL  
WAREWELL  
WELLNESS FOREVER  
WELSPUN  
109F

## CLIENT TESTIMONIALS:

“Our association with TRRAIN was very fruitful. TRRAIN not only explored the gaps but also initiated tailor made solutions. TRRAIN's combination of motivational and learning activities kept our team on the front foot.”

Siddhant Kamath, Head-Learning & Development at  
Natural Ice Creams

“TRRAIN has delivered valuable training sessions for Welspun PAN India, the content was as per the required standards and the delivery has been exceptional.”

Sonia Sharma, Deputy General Manager - HCGA  
(Welspun India Ltd.)

**TRRAIN Foundation:** A section 25, not-for-profit company which implements the vision of the Trust for Retailers & Retail Associates of India (TRRAIN) of empowering people in retail by means of innovative, high-impact programs.

**Aptech:** Aptech is a global learning solutions company that commenced its education and training business in 1986 and has trained over 7 million students worldwide.

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