

Improve your employees' skills. It'll improve your profitability.



Impartial, no-obligation professional advice
Specifically for retailers

Our
future.
It's in
our hands.

Train to
Gain 



Increase customer satisfaction

Train to Gain is a free, no obligation service developed to help businesses in the retail sector get the most out of their best resource: their people. Expert advisers can take the pressure off you by finding out where the skills gaps are in your business and then sourcing practical training solutions.

A rapidly-growing sector

Retail has created more jobs than any other industry over the last five years, now with around 3 million people employed - 11% of the UK's working population! With an expected extra 250,000 new jobs by 2014, recruitment and retaining will become even harder. Particularly so with an industry average staff turnover of 40% and a third of all employees having no, or basic, qualifications.

Benefit from improved staff retention and morale

Without a doubt, if your employees feel valued, then they're more likely to remain working for you **and** become more efficient. Offering them training not only improves your business, it improves their motivation and sense of worth - a 'win-win' result. And all it takes to find out how simple it is to do is a half-hour meeting with a Train to Gain Skills Broker. What have you got to lose?

Increase staff retention

Increase profitability

Consultation with a Train to Gain Skills Broker will cost you nothing. And they'll do all the hard work while you concentrate on running your business. At the end of the advice session, it'll be entirely up to you to decide if you want to implement their suggestions - how you want, when you want and where you want.

Train to Gain works in five simple steps

- Step 1:** Identifies the skills your business needs
- Step 2:** Provides you with a tailored training package that fits in with you and your employees' work schedules
- Step 3:** Ensures training is delivered to meet your specific needs
- Step 4:** Identifies whether training can be subsidised by funding
- Step 5:** Helps you throughout the entire process

“ Training is a key part of our staff retention and development achievements. NVQs in team leading, customer service, distribution and warehousing, IT and business administration have all helped to develop and shape our business. We aim to have 20 per cent of our staff trained to NVQ Level 2 within one year.

Sean Duff,
Manager, Otter Nurseries (Brixton)

For free, impartial advice call **08456 047 047** to arrange a meeting with a Skills Broker



**The Train to Gain process is simple, but effective.
Here's how it would apply to your business:**

The thought of having to establish the training needs of your business can appear a little daunting. However, the process is much easier than you think. All you will need to have at hand when you meet a Skills Broker is:

1. Basic information such as the date you started trading, number of employees and turnover.
2. Outline details of any:
 - existing management systems or processes
 - issues affecting, or barriers to, the progress of your business
 - training currently being undertaken
 - objectives or targets set for your business

3. A general idea of what training or development you feel any of your employees, from sales to management, might benefit from.

Once you and your Skills Broker have agreed on the results of this review, and what you'd like Train to Gain to help deliver in terms of benefits to your business, then the Skills Broker will help you put the training implementation plan into practice, including the sourcing of funding where appropriate.

The whole process is as simple as that. And the competitive edge you may derive could be tremendous.

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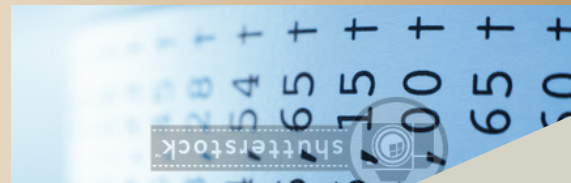
What other support is available?

skillsmart retail™

In partnership with Train to Gain, Skillsmart Retail works with employers and training providers to improve the skills base of people in the sector, as well as promoting retail as a career of first choice.

Skillsmart Retail supports the needs of large, small and independent retailers by providing them with access to practical and affordable solutions, all of which are aimed at providing real value to the business.

To find out what additional help is available for your business, speak to your Train to Gain Skills Broker.



Train to Gain and Skillsmart Retail provide access to training and development to:

- Retail Skills Level 1
- Retail Skills Level 2
- Retail Level 3 (Management)
- Retail Level 3 (Sales professional)
- Retail Level 3 (Visual merchandising)

Bespoke training based on identified needs can also be provided.

To ensure complete relevance to the individual job role, training units can be selected from a choice over 40, including:

- Sales • Stock management • Merchandising
- Product expertise • Visual merchandising
- Finance and admin • Customer service
- Organisational effectiveness.

Visit www.skillsmart.com for additional information and advice

“ Three of us have 87 years’ experience between us, but we recognised it was a good time to look again at our sales advice. I think now we are really seeing results – it is getting us out of old habits and helping us to move along with what customers want. ”

Martin Havill ,
Owner, Havills electrical retail



**Make an appointment
to see a Skills Broker.
They’ll come to you.**

To arrange an informal, no obligation meeting call

08456 047 047

or e-mail

traintogain@blpeninsula.co.uk