

RED SCOUT TRAINING

Red Scout is the Asia-Pacific region's leading provider of interactive online training and communications solutions for motivated brands, retailers and individuals in the beauty industry.

INCREASE SALES - ENGAGE STAFF - REDUCE TRAINING COSTS

Red Scout provides expertise in engaging people to perform at their best using web-enabled, business-specific, eLearning programs for the beauty retail industry.

Red Scout works with a team of cosmetics industry eLearning specialists to educate front-line sales teams with engaging and motivational learning programs, with the objective of maximising sales and increasing profit.

COURSE CONTENT

Learning this content online is a revolutionary way of training, and has been endorsed by the major Retailers and Brands in the industry.

Industry specialists have created four core subject areas: **Skincare, Makeup, Fragrance** and **Customer Service**.

It is perfect for anyone who is already working as a Sales Consultant for a brand or retailer and wants to expand their knowledge across all areas of beauty.

It is also great for anyone who has an interest in the beauty industry and wants to get a headstart in his or her career.

TRAIN YOUR BEAUTY CONSULTANT TEAM

Talented sales ambassadors who are capable of high quality customer service are critical to the success of your business.

Recruiting, engaging and training those on the frontline can be challenging. Red Scout recognises the core challenges as follows:

- **Limited pool of trained candidates** that can hit the shop floor and start selling.
- **Candidates often have a lack of fundamental knowledge** across the core areas of Skincare, Makeup, Fragrance and Customer Service.
- **The front line is more challenging than ever before.** There are more new product launches seasonally, a greater level of technical detail and training required, and the added pressure to be a great sales person.
- **Pressure to meet the sales targets** requires sales staff that are ready to sell and don't need training on 'how to sell'.
- **High cost of training** new recruits when staff turnover is high, and where large geographical areas need to be covered.

Red Scout training is appropriate for all beauty retail environments, including department stores, pharmacy, specialty store and travel retail. As the training content is generic, it does not refer to the training of any specific brands. This training is fundamental to the base knowledge required of all Beauty Consultants.

If you are a Brand, Retailer or Individual please contact Red Scout for more information about the eLearning courseware available: www.redscout.com.au or email simone@redscout.com.au

FRAGRANCE - CHRISTMAS EXPRESS COURSE

Christmas is the season to maximise your Fragrance sales. To prepare your front line staff, Red Scout has launched the Christmas Express course that condenses the essential knowledge about Fragrance selling into four modules:

1. Understanding Fragrance

We start with the basic understandings required prior to Brand product training. This includes fragrance construction, different fragrance concentrations, application of fragrance, storing fragrance and common questions related to fragrance.

2. Fragrance Families

Understanding how Fragrance is classified is essential for a confident Fragrance Sales Consultant. We work with Michael Edward's Fragrance wheel to interactively describe and compare the key groups and families, so expert advice and recommendations are guaranteed with every customer interaction.

3. Fragrance Product Category

Add-on sales are critical, and knowing the Fragrance product matrix in detail is key to being able to recommend multiple units to a customer. We outline all of the feminine, masculine and home fragrance products available on the market so that the features and benefits of each can be explained confidently to the customer.

4. Selling Fragrance

Selling Fragrance is unique, with a very different approach to skincare and makeup. The tips and techniques in this module can be the difference between a good Fragrance Consultant and a highly successful Fragrance Consultant.

Contact Red Scout website www.redscout.com.au for more information and details about the Fragrance - Christmas Express Course.



Red Scout Founder

Red Scout founder Simone Pedersen (pictured left) is a well-respected Retail Executive. While working in a Senior Retail position in Asia, she became aware that there was a need to provide cost-effective, motivating, online training programs that result in highly trained, competent individuals that can hit the shop floor ready to sell.

Red Scout is passionate about seeing people with great talent and potential have the opportunity to start and develop a career in the beauty industry.

Red Scout has offices both in Sydney and Hong Kong, and works with retailers and brands across the Asia-Pacific region.

COURSE EXAMPLES

