

# Training the Red Scout Way

*Red Scout are changing the way brands and retailers are approaching training across Asia Pacific. Red Scout are the leading provider of interactive online training for the beauty retail industry and are maximising retail sales with their innovative courseware.*

## MAXIMISE YOUR SALES! HERE'S HOW.

Red Scout have developed over 40 dynamic, interactive, and motivational modules to engage front line sales staff in the fundamental knowledge required in Skincare, Makeup, Fragrance and Customer Sales & Service.

Red Scout improves front line sales by creating learning modules that are available on-demand and in multiple languages. The modules are cost effective and high quality training interactions, which are generic in content, therefore not referencing any specific beauty brands.

One of the key advantages of online training is that each module only takes 20 minutes to complete, and allows staff to be trained intensively and quickly. Red Scout's clients are employing staff, training them online that same day, making them available to work on the sales floor the next day. It is perfect for all brands, and also retailers such as department stores, duty free retailers, health & beauty pharmacies, specialty stores, and also promotional agencies.

## RED SCOUT CLIENTS

Red Scout have launched online training programs with the largest department store group in Asia Pacific, Parkson who are in 5 countries – Malaysia, China, Vietnam, Cambodia and Indonesia. They are also working with the most significant retailers across the international markets such as DFS Galleria, AS Watsons, and closer to home, Farmers New Zealand, Cosmetics Fragrances Direct, Cosmax and Elizabeth

Arden to name a few. Based on its current delivery and growth projections, Red Scout will have over 50,000 course completions across Asia Pacific in the next 12 months.

## COMMONWEALTH GOVERNMENT SUPPORTS RED SCOUT

Red Scout's innovative courseware has recently been identified by the Commonwealth Government to receive a significant grant from Commercialisation Australia to further develop the modules in Skincare, Makeup, Fragrance, Customer Sales & Service for the retail industry.

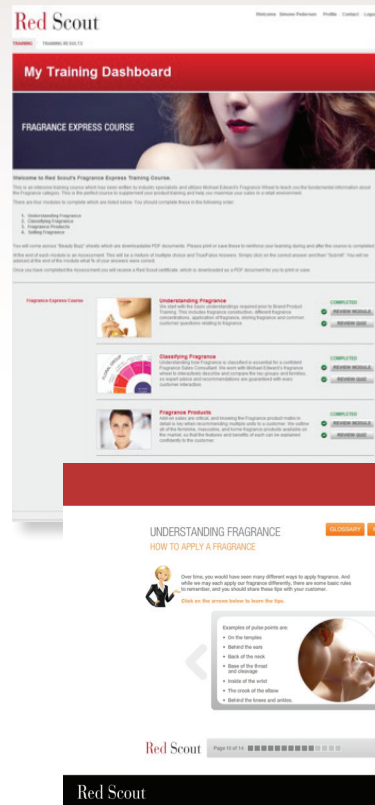
In addition to the grant news, Simone Pedersen, Founder of Red Scout, has also been nominated for the Telstra Businesswoman of the Year, 2012.

## FRAGRANCE EXPRESS COURSE

The Fragrance Express course was launched last year and includes four modules designed to maximise fragrance sales. The training covers everything from understanding fragrance construction and concentrations; application of fragrance; storing fragrance; fragrance families (using Michael Edward's fragrance wheel); fragrance product matrix; women's and men's fragrances, and a detailed module on selling fragrances. The Fragrance Express training takes most participants on average around 1.5 to 2 hours to complete.

The Fragrance Express course is increasing sales; decreasing training costs; engaging customers and educating staff about exceptional customer service.

Red Scout have responses to more than



10,000 questions around the Fragrance category, the most common issues in Asia Pacific centre around the following areas:

- Acknowledging and greeting the fragrance customer
- Recognising different customer types and serving them appropriately
- Using dialogue to 'tell the story' about the product
- Closing the sale

## FACEBOOK - RED SCOUT BEAUTY

Red Scout have created a Facebook page specifically for beauty advisors. We welcome all beauty advisors from department stores, pharmacy chains, duty free, discount and specialty stores. Each day our Red Scout beauty experts post interesting information about beauty trends, education and opportunities. We encourage all beauty advisors to join our facebook page and comment on their favourite promotions and success stories, as well as acknowledge beauty advisors who are giving great service!



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