



Red Scout[®]

LEADING PROVIDER OF ONLINE TRAINING FOR THE BEAUTY & RETAIL INDUSTRY

WHO IS RED SCOUT ?

RED SCOUT ARE DIGITAL (ONLINE) EDUCATION SPECIALISTS FOR THE RETAIL INDUSTRY, SPECIALISING IN BEAUTY AND CUSTOMER SALES & SERVICE.

THEY ARE ESTABLISHED IN ASIA PACIFIC AS THE 'INDUSTRY-GO-TO' FOR BEST PRACTICE ONLINE TRAINING PROGRAMS. THEY ELEVATE THE CONFIDENCE OF SALES TEAMS TO INCREASE SALES; DECREASE TRAINING COSTS AND MEASURE THE IMPACT OF TRAINING ACROSS THE ORGANISATION.

RED SCOUT TRAINING

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

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

Red Scout has worked with the largest 'bricks and mortar' retail organisations (department stores, speciality stores, travel retail chains and pharmacy groups) across Asia by training their beauty advisors online.

COURSE CONTENT

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

Red Scout have created four core subject areas: Skincare, Makeup, Fragrance and Customer Sales & Service.

The courses aim to expand the knowledge of frontline staff such as beauty advisors, fragrance consultants, and sales advisors across all areas of the industry .

TRAIN YOUR BEAUTY CONSULTANT TEAM

The training is appropriate for all retail environments, including department stores, specialty stores, travel retail and pharmacies.

As the training content is generic, course material works in synergy with all brand training.

This training is fundamental to the base knowledge required of all Beauty Advisors.

RED SCOUT FOUNDER

Red Scout founder Simone Pedersen is a well-respected retail executive. While working in a Senior Retail position in Asia, she realized 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 has offices in Sydney and Singapore, and works with retailers and brands across Asia-Pacific, and produces courseware in languages appropriate to each region.



Simone Pedersen, Red Scout Founder

COURSEWARE OVERVIEW

RED SCOUT'S ELEARNING COURSES ARE CREATED BY INTERNATIONAL INDUSTRY SPECIALISTS TO ADVANCE RETAIL BEAUTY CONSULTANTS' KNOWLEDGE ACROSS ALL CORE CATEGORIES.

THE COURSEWARE IS RECOGNIZED BY RETAILERS AND BRANDS INTERNATIONALLY BECAUSE WE KNOW BEAUTY.

Each course has been designed especially for the Beauty Advisor, enabling them to perform and achieve a high level of success in a competitive cosmetic retail environment.

There are four courses in total:

- 1. SKINCARE**
- 2. MAKEUP**
- 3. FRAGRANCE**
- 4. CUSTOMER SALES & SERVICE**

Each course is made up of a series of modules which delivers in detail the fundamental understandings required to confidently provide great service in their role.

A Red Scout Certificate is awarded to all course graduates, and is recognised by most Retailers and Brands in the industry across the Asia Pacific Region.





1. SKINCARE

SKINCARE

EVERYONE WANTS GREAT SKIN AND WHILE CUSTOMERS ARE INCREASINGLY SAVVY ABOUT SKINCARE INGREDIENTS AND PRODUCTS, THEY STILL LOOK TO SKINCARE CONSULTANTS TO PROVIDE CUSTOMISED PROFESSIONAL ADVICE, AND TO GUIDE THEM INTO MAKING THE RIGHT PURCHASE DECISIONS.

Red Scout's Skincare Course provides your skincare consultant with the fundamental, practical information to do this with confidence.

The course provides your skincare consultant a solid understanding of what the skin is and how it works, as well as the ability to identify various skin types and skin concerns. These basics are then supplemented with the science behind key skincare products and specific solutions for various skin types and concerns.

On completion of the course, your skincare consultant will be able to engage the customer professionally in a conversation about skin and skincare, accurately diagnose a customer's skin type and skin concerns, as well as intelligently recommend a customised skincare program for her skin.

This course will fully prepare your consultant for a thorough skincare consultation with a customer of any age group. The fundamental skincare knowledge acquired will fully prepare your consultant for product training by any skincare brand owner.





2. MAKEUP

MAKE UP

MOST CUSTOMERS FEEL DAUNTED WHEN SHOPPING FOR COLOUR COSMETICS.

EVERYONE WANTS TO LOOK THEIR BEST, AND MANY ARE WILLING TO INVEST BUT THEY ARE OFTEN UNSURE OF WHAT BEST SHOWCASES THEIR BEAUTY.

Red Scout's Makeup Course provides your makeup consultant with the knowledge and the skills to confidently advise customers and to help transform their look.

The course provides your makeup consultant with a solid understanding of the use of colour on the skin to enhance customer's best features. We also provide guidelines on skin preparation for makeup application and the basics of how to apply makeup products.

Your makeup consultant is also guided on how to navigate a Makeup Counter Tester Unit (on which a brand's makeup products are displayed), with details on all product categories and items, giving fundamental information about each product, its usage, formulation and packaging.

On completion of the course, your makeup consultant will be able to quickly select appropriate items that showcase the customer's skin tone and features, and apply them with confidence. Your makeup consultant will be able to advise the customer on how best to use various products at home and make recommendations for future purchases.

This course will fully prepare your consultant for product training with any makeup brand owner, and feel comfortable to apply simple makeup techniques within any retail environment.



A close-up photograph of a woman's face and hands. She is holding a small, round, clear glass perfume bottle with a silver-colored cap and a black, textured, spherical stopper. Her left hand is raised, showing her fingers. She is wearing a black, strapless dress with ruffles. The background is dark and out of focus.

3. FRAGRANCE

FRAGRANCE

FRAGRANCE CAN BE CONSIDERED ONE OF THE MOST DYNAMIC CATEGORIES ON THE COSMETIC FLOOR, AND WHEN APPROACHED WITH INTELLIGENCE AND THE RIGHT KNOWLEDGE, IT CAN BECOME YOUR TOP REVENUE GENERATOR.

Red Scout's Fragrance Course guides your fragrance consultant to quickly identify the customer's preferred fragrance type and confidently introduce them to a selection of suitable fragrances.

Understanding how fragrances are structured provides the foundation to learn the differences between the various fragrance concentrations, fragrance do's and don'ts, methods of application and common customer questions relating to fragrance.

We also touch on Fragrance Classification using the world-renowned Michael Edward's fragrance wheel to interactively describe and compare key groups and families, so your fragrance consultant can provide expert advice and recommendations during every customer interaction.

The closing module works on the skills needed to sell fragrance, and gives specific tips and techniques that can elevate a good fragrance consultant into a highly successful one.

On completion of the course, your fragrance consultant will have gained a thorough understanding of all products within the fragrance category, which also include bath and body products, and even home fragrance items.

This course will fully prepare your consultant for product training with any fragrance brand and within any retail environment.





4. CUSTOMER SALES AND SERVICE

CUSTOMER SALES AND SERVICE

THE DIFFERENCE BETWEEN A GOOD SALES CONSULTANT AND A GREAT ONE IS IN THE LEVEL OF CUSTOMER SERVICE PROVIDED.

PROVIDING GREAT SERVICE IS THE BEST WAY FOR YOUR BUSINESS TO DIFFERENTIATE ITSELF, AND IS THE ONLY WAY TO IMPROVE SALES AND CREATE CUSTOMER LOYALTY.

Red Scout's Customer Service course provides your sales advisor with the skills to appropriately advise customers, as well as tips and tricks to go above and beyond their expectations.

The course begins by teaching your sales advisors how to greet and engage customers without coming across as pushy or overbearing. We layer on guidelines on creating trust and building rapport onto practices, together with sales techniques and sales-specific language.

On completion of this course, your sales advisor will be able to confidently advise and support customers, customise solutions to their problems, including those that customers might not even know they have.

Red Scout covers the best practices in Customer Sales and Service for the beauty industry, expertly positioning your sales advisors for work in any retail environment that values exceptional customer service.



RED SCOUT's Portfolio of Clients



interparfums



Elizabeth Arden



DAVID JONES

agence de parfum

US travel retail
PACIFIC



Lane Crawford

Lille
perfume.com

feelunique.com
The Destination for Beauty...



LUXOTICA

We offer Standard, as well as Customised Courseware for our Clients.

RED SCOUT'S ALLURE TO OUR RETAIL PARTNERS IS OUR HIGHLY MOTIVATING AND INTERACTIVE ON-LINE COURSEWARE, WHICH IS ABLE TO TRAIN NEW AND EXISTING SALES STAFF ON-DEMAND OVER WIDE GEOGRAPHIC REGIONS, IMPROVE SALES AND SERVICE, AS WELL AS MAKE TRAINING MEASURABLE AND COST EFFECTIVE.

WE ARE THE SPECIALIST IN RETAIL – WITH A THOROUGH UNDERSTANDING OF WHAT IT TAKES TO GIVE GREAT CUSTOMER SERVICE AND KEEP CUSTOMERS LOYAL. WE AIM TO INCREASE SALES AND EXCEED SALES TARGETS.

CONTACT RED SCOUT TODAY!

**FOR FURTHER INFORMATION,
CONTACT RED SCOUT'S HEAD OFFICE:**

**BARRACK HOUSE
LEVEL 5,
16-20 BARRACK STREET
SYDNEY NSW 2001**

**E: ADMIN@REDSOUTONLINE.COM
T: +61 (0) 423 288 902**

ABN 32 147 980 014

