

We proudly present...

Visual Merchandising Training for The National Trust





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Following on from the success of the 'What's in Store' Toolkit for retail shop staff, designed by TFA, The National Trust again asked TFA to design and deliver training to help shop teams develop their skills and confidence in visual merchandising techniques, in support of a brand refresh within The National Trust.

To make sure the experience for participants was engaging and uplifting, and therefore highly memorable, a strong concept on which to build the identity of the programme was developed... 'We Proudly Present'.

MEASURING SUCCESS

It was agreed that what needed to be different as a result of the training was:

- A range of display techniques and promotion methods being used within the shops
- Improved sales as a result of a better shopping experience for the customer.

THE TFA APPROACH

Following a number of site visits and conversations with the brand teams, TFA developed a two day training course that included:

- Activities to understand how 'Brands' work.
- Exercises to understand the National Trust Brand and how this links to products.
- Practical out and about sessions where ROM's buddy'd up with Shop Managers to critique aspects of retail visual merchandising.
- Games to unleash creativity.
- Simulated product display challenges.

The training was delivered using a 'live' shop during October and November 2009. Christmas products were used to practice displaying and facilitated feedback was carried out.

ONGOING SUCCESS

Due to the success of the initiative, TFA have subsequently:

- Developed a similar suite of materials for the Catering Operations teams; branded 'Recipe for Success'.



TFA interpreted the brief expertly and put the content into a structure that worked. They flexed and changed things as we went along and had strong delivery skills. There was true training expertise in partnership with the VM experts within the Trust which brought the content alive for the teams. TFA successfully demystified a creative area and made it accessible to our Shop Teams and gave us great tools for us to work with which we can now adapt and use going forward.