

D2D

DESIGN TO DELIVERY

Training your team... to make more dough

INSIDE

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Training could be the key
to beating the recession

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Large format displays convey
your business message

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business design + print

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NO TRAIN...

NO GAIN HAS THE RECESSION AFFECTED YOUR STAFF TRAINING?

Continuing to invest in training could be the key to beating the economic downturn.

With 10 divisions, 12 bakeries and 1,400 shops across the UK, Greggs Plc is a major force on the high street – and the company's commitment to investing in the skills base of its staff is helping it to grow, despite today's challenging economic conditions.

"Training is a vital element in our business strategy," comments Holly Hurkett, Regional Training and Development Manager for Greggs' South East Division. "As a business, our broad aim is expressed in the phrase 'As One – To Number One', whereby we work as a single, integrated team to become the leader in our market. Delivering on this aim depends on the commitment of everyone that works in our shops, bakeries and offices.

"Having the best products isn't enough. The people behind our brand and our products are vital to our business success. Investing in training our people doesn't just add to their abilities, it also helps to build self-belief, confidence in the product and a desire to succeed – and that's a very powerful combination.

Make sure your team's ready for the upturn

"During a recession, when budgets are under pressure, some businesses can panic and fall into the trap of cutting back on all expenditure. Whilst it's understandable that a downturn will bring a sharper focus on controlling costs, there are activities that still demand ongoing investment. I would even argue that a recession is the very time when investment in training should be increased. If the overall market for your product has decreased, it's all the more important to ensure your personnel are equipped to win a greater share of that market. If your competitors scale back on their training programmes, your business could stand to benefit.

"Furthermore, during an economic downturn, it's important to try to do everything to ensure your business is ready for the upturn, when it arrives. If you've continued to invest in developing your staff, your business is more likely to be ready to 'hit the ground running' and capitalise on new opportunities when there's an increase in demand.

"Most businesses can subdivide their training needs into compliance/operational training and performance-based training. Our own training requirements cover every part of our business – from bakers, to shop workers, to senior management. Naturally, as a food business, we undertake a lot of training around hygiene and food safety. Providing our customers with the freshest possible products is one of our main objectives – so a large number of our products are actually made on-site, in our shops. Hence, our bakery teams and our retail staff are fully trained in food safety and in the safe operation of ovens and other machinery. In addition, for anyone with a customer-facing role, it's essential that they're well versed in how to meet and exceed our customers' expectations. Whenever one of our shop workers is face-to-face with a customer, they're the face of Greggs.



Designed to achieve more

"In addition to devising training that is both stimulating and productive, it's also important to ensure that any training materials contribute to the learning experience. If everything an employee experiences during a course helps to show that the company is passionate about training, that will help to motivate the employee and also stress that the company is committed to excellence in training. Using a designer to help design manuals, workbooks, displays and also guides for the trainers, can be a very worthwhile investment.

"Good design can emphasise specific messages and make it easier for employees to absorb key information. If the training materials have a quality look and feel, that adds value to the training experience. A design and print team that is able to work within your corporate brand guidelines and also contribute creative ideas on how to make training materials memorable and eye catching, is a real asset."



Kall Kwik Twickenham has been providing design and print services to Greggs since 2006.

GET PROMOTED

DECIDING ON A SUCCESSFUL SALES PROMOTION STRATEGY

Could a well-chosen sales promotion help you boost sales?

Whether you're trying to mitigate the effects of the recession or simply grow your market share, sales promotions can help to achieve a range of business objectives:

- successfully launching a new product
- motivating a sales force and giving them something to 'rally around'
- encouraging dealers to increase stock levels
- influencing customers to buy during seasonally quiet periods
- creating cross-selling opportunities – encouraging existing customers to buy additional products

However, devoting time to devising a promotion that suits your products and your market can improve the effectiveness of your campaign. There are many types of promotion – from discounts, to free gifts, sample giveaways or competitions. Whichever you choose, it pays to ensure that other marketing activities – such as advertising, direct mail, telemarketing and e-marketing – tie-in with your promotion. It's also vital that your sales team is briefed – so they can 'promote the promotion'.

Simple... but risky

Money off discounts are, perhaps, the simplest type of promotion. However, discounts can be very risky – reducing the value of sales that you were about to secure at full price and possibly devaluing your brand image. Following a period of discounting, customers may be reluctant to revert to paying full price – and could begin to regard the undiscounted price as poor value.

Careful discounting can work in some circumstances. However, you need to ensure that customers understand the real value of your offering. Your product also has to be impressive enough to ensure customers come back for more when the promotion is over.

'Elasticity of Demand' and 'Economies of Scale' are also worth considering. For example, if a promotional price enables you to quadruple your sales, that could help to reduce your production or purchasing costs – so your profit margin increases, despite the lower price. However, if demand for your product is relatively 'inelastic', reducing prices will not generate significant additional sales – with no effect on production costs. In such cases, the additional sales may not offset the revenue lost as a result of the discount.

Not all sales promotions have to be self-funding in the short-term. If a promotion helps you to win new customers that could stay with you for several years, you may decide it's worth making an initial loss. It's a question of assessing your position in your particular market.



Don't alienate your existing customers

If your promotion offers customers a free gift, it's worth considering using a sample of another of your products as the free gift. This can be useful in encouraging existing customers – that already buy product A – to try your product B. If the customer later places repeat orders for both A and B, you've succeeded in increasing the value of that customer relationship.

When planning promotions, too many businesses focus on how the activity will be received by potential new customers and fail to consider how it could affect their relationships with existing clients. If a promotion is only available to new customers, existing clients may feel their loyalty is being taken for granted. If they move to one of your competitors, it could be difficult to win them back.

Having decided on your sales promotion, you'll need to devote effort to raising awareness within your target market. Advertising can be effective, but is rarely inexpensive. Direct mail, email-shots and also advertising on the home page of your own website can be more cost-effective. Point of sale posters or pop-up stands can also be useful. You might even consider having staff wear T-shirts or badges with details of the promotion. If you're a retailer, you could put a leaflet about the promotion in every bag when a sale is made. For other businesses, particularly those with a product targeted at domestic customers, door-to-door leaflet drops can produce great returns.

Call us to discuss how Kall Kwik can help you to implement your next sales promotion.



THE BIGGER DEAL

LARGE FORMAT DISPLAYS CAN CONVEY YOUR BUSINESS MESSAGE

The range of large format print products is now bigger...
while prices are smaller

The latest developments in printing technologies have made a wide range of large format displays, posters, banners, signage and exhibition stands much easier and quicker to produce – and print quality has never been higher. At the same time, these new technologies have reduced the production costs for many large format print items – so that means better value. As a result, large format print is now easily within the reach of virtually all businesses.

Even businesses that already use large format displays and signage can benefit, as it's now easier to justify updating displays on a regular basis – perhaps to reflect changing seasons, new product launches or special, one-off marketing activities.

The range of large format items that Kall Kwik can deliver includes:

- A-frames – for pavement displays
- Posters – in a wide range of finishes and sizes
- Signage – indoor and weather resistant, outdoor signs and banners
- Window Displays – designed to catch the eye of customers
- Roller Banners – easy to transport and set up
- Back-lit Displays – for even more impact
- Exhibition Graphics and Complete Exhibition Stands
- Pop-Up Displays – with ease of use in mind

... and for some items, there's virtually no limit to the size that can be produced.

Displays that customers really notice

In business premises that are open to customers – including head office visitor centres, hotel receptions or retail sites – large format displays can help to raise awareness of new products and services, or publicise special promotions. Vibrant, colourful displays can also help to improve the working environment within both offices and industrial premises. In addition, they can be used to educate and motivate staff by conveying key messages and business objectives. Displays can remind sales and telemarketing staff of points that need to be covered when contacting customers and prospects.

If your business runs off-site seminars, training courses or exhibitions, there's a wide range of portable display products that are easy to set up, easy to take down and also include carry cases. While they're not being used off-site, why not display them in your reception area or customer demonstration suite – and boost the return on investment that they generate?

Kall Kwik offers a wide range of large format print products – so call us to discuss how to get your business message across.

With our compliments



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