

Outperform

Outperforming with in-store training

New World is one of New Zealand's largest and most successful supermarket businesses. Henkel's Beauty Care Retail team initiated a training program for New World's retail staff on the correct application and benefits of the Schwarzkopf's range of hair colour products.

According to Leanne Ross, National Field Manager, Henkel Beauty Care New Zealand, consumers are often nervous about choosing the right products, particularly when it comes to hair colours. They often ask for advice from retail staff who, up until recently, did not have the product knowledge to provide the right assistance.

"When our people are in stores working in the aisles, they often get asked questions by consumers who don't know which products are right for their hair," Leanne explained.

To provide better outcomes for New World's customers, Leanne worked with Grant Withnell, National Technical Educator for Schwarzkopf, Henkel Beauty Care Professional, and the Beauty Care marketing team in New Zealand to develop and organise training with New World's management.

Feedback has been overwhelmingly positive as staff who attended the training sessions have greater product knowledge to share with customers, which leads to confidence in and sales of more Henkel products, a win-win for both Henkel and New World.



Left to right: Leanne Ross, National Field Manager for Schwarzkopf Retail; Paul Fabian, Store Manager at New World Stonefield; Wayne Johnson, General Manager, Henkel Australia and New Zealand; and Joanna McCulloch, Territory Business Manager, Auckland.



Leanne Ross, National Field Manager for Schwarzkopf Retail, with Denis Doudarev, Warehouse Assistant at New World Stonefield.