



Why Retailers, Consumer Goods Companies and Their Suppliers Buy Martec's E-Learning

Your People	Benefits To Them and You
Our portfolio of classes addresses all the core issues retailers face and the core issues that the sales and marketing divisions of consumer goods manufacturers face	Our portfolio of classes helps grow sales, improve gross margins, improve customer service, reduce expenses, manage budgets, reduce inventory investment, increase job satisfaction and reduce employee attrition
New hires can be trained immediately they join the company, no waiting for enough people to make up a class	They start being productive faster
People new to retail get the terms, the metrics, the processes and their use quickly	They are better able to fulfil their roles sooner
People promoted can learn needed new skills quickly	They can execute their new role faster and better
Existing employees can equip themselves for promotion ahead of time	The talent pool can be developed more easily
Employees can learn best practice rather than just how we do it here	Employees are more valuable to the employer
Employees who receive training stay longer	Staff turnover and recruitment costs reduce
It is more cost effective than classroom training, especially when you take into account the lack of travel and lodging expenses and the use on non-prime selling or working time	Reduces costs significantly
They can learn about retail in privacy and won't embarrass themselves asking "stupid" questions in front of colleagues	Learners do it more confidently
They can train outside key working hours	The day job doesn't get delayed when a course is run. The people not on the course don't have to pick up the slack.
They can study at their own pace – the pace they are comfortable with, and go over topics that are new to them in detail and whizz through the parts they are familiar with	Do it more thoroughly and use their own time more productively
They can go back and recap on key topics when they need to and expand their horizons when they have spare time.	They can refresh their knowledge and learn just in time rather than attempting to remember too many facts
They can practice new skills in safety and without risking the business	This encourages employees to try new things and learn more
E-Learning training takes about half the time on average compared to instructor-led training and saves travel	Saves payroll cost for training, travel and lodging expenses
Martec's "Ask the Expert" facility helps learners get answers to questions about things they didn't understand or how to apply the learning in their job role.	This gives learners more confidence to apply the knowledge in their job.
Martec's demanding mastery tests makes learners study the material more thoroughly and our certification recognises their achievement.	This motivates learners to complete the program and make sure they graduate the mastery tests. It gives them a strong sense of achievement when they do.
Since Martec funded the R&D to build its programs and learners or clients only pay an access fee, total costs are a lot lower than developing in house equivalent programs, standards are higher and customisation can be incorporated as part of a blended learning approach.	This gives individual learners and companies a much more affordable way of accessing industry and best practice process training. Contact Martec to learn more.



How Companies Benefit

Feature	Benefits to the Company
Martec hosts the e-learning in a multi-language learning management system (LMS) from Upskill People, a world leader for LMS systems in the retail industry	You can manage your training investment easily if you don't have your own LMS
Martec manages secure access for your learners	Your training plans, strategies and personnel data stay secure in a fully GDPR compliant environment
We can host other e-learning you may have developed in house or acquired elsewhere if you want to run one system	Reduces your management burden and the pressure on small training departments
Our LMS tracks individual learner performance, manages their learning path or personal curriculum, issues certificates when achieved and provides management information to nominated executives in your company.	Your nominated managers or executives can manage compliance issues, achieve skill training targets and help you identify top performers to help you develop your talent pool.
We can provide assessment tests to help you establish what training particular individuals and job functions need	You can spend your training budget in the most effective way possible
We can provide the LMS in your brand if you want to promote a corporate university	Helps you to show your employees that you are a company that values and believes in developing its staff
If you have your own LMS already, we can install out training under your LMS if it is SCORM compliant	Allows you to maximize the cost effectiveness of assets you already own

Martec's training services result in better customer service, higher sales, improved gross margins, lower training expenses, greater inventory productivity and lower employee attrition.