

Client Challenge

The client is a \$2.8+ billion specialty retailer and direct marketer of hunting, fishing, camping, and related outdoor merchandise. Parker Avery's retail consulting team had led the retailer through a major redesign of its merchandising, planning, and inventory organization. The effort transformed the company from highly siloed and channel-disparate with virtually no planning capabilities to a more consistent, industry-leading, and efficient planning organization. The client needed a new retail training program to successfully implement these major changes.

Parker Avery Solution

Parker Avery worked closely with the client to guide the organization through developing and delivering a comprehensive retail training program to support the organizational transformation. The firm's thorough approach to retail learning and development, combined with its understanding of adult learning principles, resulted in the following project deliverables:

- A multi-pronged communication plan tailored to specific audiences
- Detailed training curriculum customized for adult learners
- Instructional design documents that provided clear guidance and structure
- Detailed training presentations, facilitator guides, and participant workbooks for each course
- Business user guides summarizing roles and responsibilities
- Carefully crafted timelines for training phases that aligned with key business activities
- Comprehensive schedule and logistics for 30 different training sessions
- A sustainment program that included roundtable sessions and follow-up surveys
- Post-training refinements, which enhanced the retail training program for continuous learning

RESULTS



NEW RETAIL
TRAINING PROGRAM
DEPLOYED



MERCHANDISING
ROLES
TRAINED



REVENUE AND
PRODUCTIVITY
IMPROVED

The client's entire merchandising, planning, and inventory organization was successfully trained on the new organizational design, including their specific roles and responsibilities. Approximately 250 individuals participated in the training. The client was so pleased with Parker Avery's retail training program that the firm was asked to perform a similar project for their product development team.

The retailer has experienced significant revenue growth and greater productivity supported by the new organizational structure.