

The **Invisibility** Challenge:

How to set your brand apart in a demanding marketplace



Welcome to the age of bar codes

Every day, all around the world, more than **500,000** products are scanned at checkout, for more than **50 million** products sold by more than **1 million** companies in more than **500,000** retail stores.*



Disappearing staff

Within this crowded marketplace, retailers are challenged with extremely high turnover rates for hourly employees—**as high as 74.9% in some cases.***



Why the high turnover?

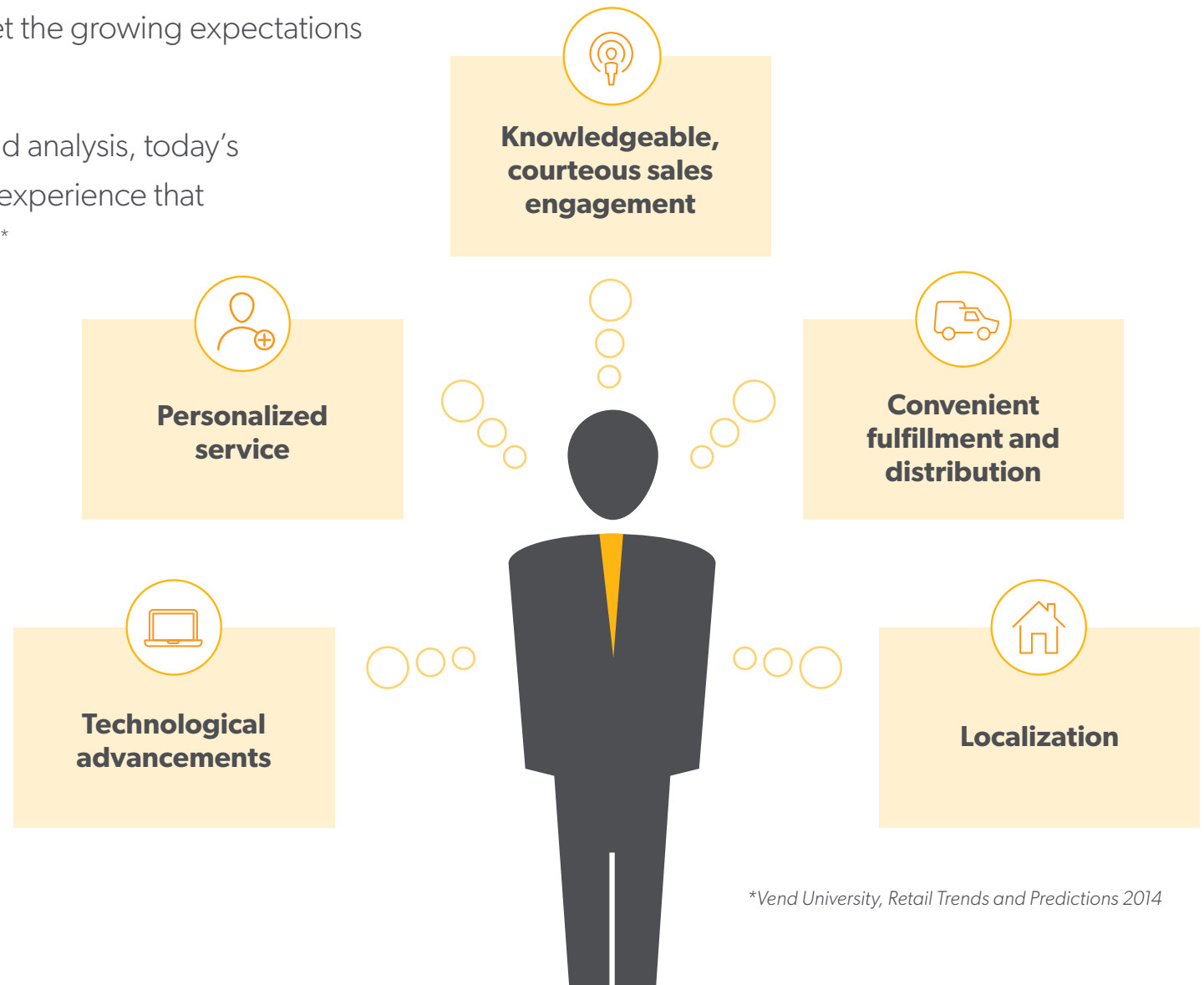
Factors could include:

- Antiquated policies and procedures
- Minimal training
- Unrealistic expectations from management
- Uninspiring workplace culture
- Poor skill matches
- Retail financial cuts

And high consumer expectations

As retailers navigate a crowded marketplace and volatile staffing, they also have to meet the growing expectations of their customers.

According to recent trends and analysis, today's consumers are looking for an experience that includes, among other things:*



In this brave new world, better sales depend on better experiences

Consumers expect more at retail, but they're getting less. When an overwhelming number of products intersects with undertrained staff in reduced numbers, consumers' experience suffers—and so do sales.

How can brands overcome fierce competition and underperforming staff, enhance the buying experience and drive greater loyalty and stronger sales?



Simple.
They must become more visible—
not only on the shelf or at the register, but also on
the sales floor through engaging brand ambassadors.

Visibility begins with employee engagement

In the race for consumers, the brands with best-in-class employee training and engagement will win.

93%

of consumer electronic and home improvement retailers say their brand and third-party partners assist them in training store associates.

Retailers reported **16.5% YOY improvements** in KPIs related to sales, customer engagement and customer satisfaction as a result of engaged and empowered associates.

Learn how to become visible to your customers



Develop a smart coverage model

Build a flexible team of brand ambassadors that can be quickly deployed to areas where they can have the most impact.



Train and support your field teams and your partner's teams

Make sure your team, your partner's team and any combination of the two are trained in the art and science of direct sales. Create an engaging environment where they feel supported and motivated. Show them how to create a great buying experience for customers. And encourage them to take initiative and identify opportunities for improvement.



Use data to your advantage

Develop a data driven tracking system to see what's happening in the field, identify opportunities for better coverage and respond quickly to trends.

Better sales begin today

Through best-in-class training and technology, brands can deploy, track and manage teams of ambassadors to engage consumers, make their brands more visible and inspire greater sales.

Learn more at [MarketSource.com](https://www.marketsource.com).