



**DSD**

eLearning Library

# COURSES

## *Full Length (30-60 minutes)*

### **Introduction to the RPM**

In order to be a successful salesperson, your retail customers need to see you as a strategic partner. You can't effectively partner with them until you understand the basic financial components of your customer's business. It's a simple formula and all boils down to profit and how you can impact it. In this program, we will introduce you to the Retailer Profitability Model, and demonstrate how it works.

### **Impacting Profitability**

Retailers aim to drive up their operating profit. As you've learned, there are two ways to do that. One is to reduce expenses, and the other is to increase revenue. The smartest approach for a supplier is to focus on helping the retailer grow their revenue. This is done by either increasing traffic or increasing the average transaction size. To drive traffic, you need to either reach more shoppers, or get existing shoppers to visit more frequently. To increase transaction size, you need to get shoppers to buy more items, or you need to get them to buy more expensive items. It's as simple as that. This course demonstrates the impact to operating profit when an increase in one of the four drivers of revenue occurs.

### **Reach**

Reach is all about messaging that's delivered to a targeted demographic group of people inside a specific geography that's within a reasonable distance. This group includes current shoppers and potential shoppers. Reaching shoppers with the right messaging is a key component to every retailer's marketing strategy. They use reach tactics to draw traffic into their stores. This course teaches some specific reach tactics that retailers employ to lure shoppers. Understanding reach will give you a greater ability to deliver sales suggestions that will set you apart from your competitors and earn you more business.

### **Frequency**

Frequency is the number of visits, or trips, that a shopper makes to a store on an annual basis. Retailers are keenly focused on strategies and tactics that will drive shoppers into their stores more frequently. A couple of additional shopping trips means quite a bit of incremental operating profit to a retailer. This course teaches about some specific frequency tactics that retailers can employ to get shoppers to visit more frequently. Understanding frequency will give you a greater ability to deliver sales suggestions that will set you apart from your competitors and earn you more business.

### **Items per Shopper**

Items per shopper is simply the number of items that shoppers select and purchase on a shopping trip. Based on the trip mission, and the channel of business, this number will vary by shopper. Having an ability to provide your customers with sales suggestions that motivate their customers to buy more items will differentiate you from your competitors and earn you more business. This course teaches about some specific tactics that retailers employ to get shoppers to buy more items.

### **Price Per Item**

Price per item is simply the average price per item based upon the number of items in a shopper's basket. For example, if they buy five items and spend \$20, the average price per item is \$4. All retailers have very specific pricing strategies and profit margin goals that are based upon their cost of goods, overhead, and operating expenses. Retailers are always looking for ways to increase their average price per item. This course teaches about some specific tactics that retailers employ to get their shoppers to spend more money.

### **Knowing Your Customer**

One of the most important factors to sales

success is to really know your customer. Although this might sound elementary, it's critically important that you know your customer's name, and that they know yours. It's not good enough that they know you as the person from XYZ Company. Our saying is: know names, not no names. Knowing your customer is also about understanding how they're wired and what motivates them to make purchase decisions. Getting to know your customer isn't a one-time exercise. It's an ongoing commitment. This course teaches specific actions to take that will truly help you to know your customer. This knowledge will enable a greater level of customer engagement and sales success.

### **Purposeful Partnerships**

Partnerships are all about giving, sharing, and supporting. You want to be viewed as a strategic business partner, or adviser, versus a vendor. You want to be able to have discussions that are focused on strategies and tactical initiatives. You want your customers to look at you as the person who brings them great ideas and solutions. This doesn't happen overnight. Partnerships are earned over time as you demonstrate reliability and trust, while building your credibility. This course will teach you how to elevate your relationship from a client/vendor mentality to a strategic partnership.

### **Preparing for a Sales Call**

Preparation is a must for all sales calls. You need to know exactly what it is that you're looking to accomplish. You can't just wander in aimlessly and hope that they'll drop an order in your lap. Have you ever heard.. "If you don't know where you're going, any road will take you there?" If you don't have a specific objective, it's impossible to measure success. This course teaches how to set SMART sales call objectives that solve for a customer need or want.

### **Initiating the Call**

An impactful sales call needs to be a two-way

conversation where both the seller and the customer are fully engaged. Before engaging in a business discussion, you need to be sure that your customer is comfortable, prepared, and available to listen to your ideas and suggestions. This course teaches how to prepare your customer by using small talk, or casual conversation. The learning also includes how to transition from casual conversation to the business discussion.

### **Presenting Sales Suggestions**

Once you've transitioned to the business discussion, it's time to present your ideas or solutions to your customer. Your aim is to demonstrate how your ideas will satisfy a business need that they have. This course will teach you a simple five step persuasion technique. Here, you'll learn how to discuss the features of your product or service, and you'll learn how to motivate favorable buying decisions by demonstrating the benefits that your product or service delivers to the customer.

### **Handling Objections**

Real selling doesn't even begin until the customer says no. Handling objections is the most difficult step in the sales process. An objection is a comment that can prevent a final buying decision. However, they are not a negative element of a sales call. In fact, they're positive. Here's why; If handled properly, objections can help you to succeed. An objection is a signal that your customer is engaged. It's simply a request for more information. This course teaches how to overcome roadblocks and barriers to handle the dreaded "NO."

### **Asking for Action**

If we're not asking for something on every customer call, we're not "selling" anything. When a customer shows interest in your idea, or agrees that it sounds like a good one, you must ask them to take action. If you don't, nothing will happen. Customers expect salespeople to ask them for

the order. They don't resent or feel high-pressured by a salesperson that asks for action. This course teaches how, and when to ask the customer to take action on sales suggestions.

### **The 5-Step Sales Call**

In this course, we pull everything together from the retail selling series and show you how to put the knowledge you've gained into action. We'll walk you through a sales call from start to finish.

### **Space Management Principles**

In the consumer-packaged goods, or CPG industry, retail merchandising space is the lifeblood of the business. It's where our products are displayed in front of shoppers. As a salesperson, you'll find yourself in situations where you'll need to make suggestions to influence shelf space decisions. Whether it's to protect what you have, or an attempt at gaining incremental space, you need to understand how your retail customer thinks about and manages shelf space. In this course, you'll learn how to approach discussions on shelf space with your retail customers, including the presentation of logical ideas that are based upon both the art and science of space management.

### **Space Management Methodology**

There are two commonly used space management methodologies. First is the traditional philosophy, which we refer to as space to sales. Second is an industry best practice, which we refer to as days of supply. In this course, you'll learn about both methodologies. You'll learn how they both work, and you'll be armed with knowledge that will enable you to confidently discuss shelf space opportunities with your customers.

### **Influencing Space Management Decisions**

The retail shelf space that we work hard to acquire is under attack every day. Not only by direct competitors, but by every manufacturer that sells their products in the store. Retailers

won't hesitate to cut space from a category or brand that's not meeting performance expectations. It's a constant battle to hold onto or grow shelf space. In this course, you're going to learn how to influence space decisions by leveraging what you've learned about the two space management methodologies.

### **Merchandising: 01 Introduction to Merchandising**

Merchandising, in its simplest form, is replenishing inventory on the sales floor that has sold down. This includes the primary shelf in the grocery aisle, as well as other various points of interruption throughout the store like displays, racks, and coolers. Merchandising is also about how we position our products in front of shoppers to optimize the opportunity to motivate purchase decisions. This course is aimed at introducing you to retail merchandising and arming you with the knowledge and skills necessary to be successful.

### **Merchandising: 02 Being Prepared and Working Safely**

Merchandising is a tough job that's physically demanding. Aside from drive time between accounts, you're on your feet all day, and you're doing some heavy lifting. It's critically important that you're prepared, both physically and mentally, to safely execute the responsibilities of the job. In this course, you'll learn how to do that. You'll also learn how to safely use some of the tools of the trade to move product.

### **Merchandising: 03 Planograms and Shelf Sets**

Inventory replenishment is the primary function of the Merchandiser role. In order to do the job effectively, it's important to know where everything goes on the shelf. Imagine walking into an unfamiliar store and finding the shelf completely sold-out. What would you do? Where would you start? In this course, you're going to learn how to easily figure out where everything

goes so that you'll get it right at the shelf every time.

#### **Merchandising: 04 Inventory Replenishment**

Inventory replenishment is the primary function of the merchandiser role. Keeping shelves and displays fully stocked, while ensuring proper product rotation, is the foundation of the service provided to retail customers. It's not unusual to have several areas throughout the store where your brands are merchandised. Because of this, you need to be able to plan your work, and work your plan. This course will teach you an effective, and efficient, process to employ that will enable you to successfully execute the responsibilities of the role.

#### **Merchandising: 05 Off-Shelf Displays**

A display is any free-standing exhibition of brands merchandised away from the primary aisle. They are a critical component to sales success.

Displays allow us to put our products in front of shoppers in high traffic locations throughout the store. They also work well to motivate unplanned purchases. Building and maintaining displays is a big part of a merchandiser's role. There are a lot of intricacies around building displays depending on the type of display, the type of package, and the specific needs of the account. In this course, you'll learn the basics of how to safely construct, and condition, an off-shelf display that's sure to drive incremental sales.

#### **Merchandising: 06 Inventory Management**

Inventory management is a key component to the merchandising role. Organizing and maintaining your back-stock in the storage area of the store is as equally important as replenishing inventory on the sales floor. In this course, you'll learn some best practices that will help you to do this efficiently and effectively.

#### **Merchandising: 07 Communicating Best Practices**

Effective communication is the cornerstone of the

entire service process your company provides to retail customers. It is a team effort that requires everyone to be in constant contact to ensure flawless execution. Poor communications will always result in lost sales. When this happens, it creates havoc for everyone involved. This course teaches the importance of effective communications, and some best practices that will enable you to successfully execute the responsibilities of your role.

#### **Merchandising: 08 The Seven Steps of Service**

This course teaches a process we call The Seven Steps of Service. Here, we're going to demonstrate how to put the knowledge you've gained throughout the merchandising series into action. You'll learn exactly what to do from the moment you pull up to an account, until the time you leave.

#### **Winning with Walmart: 01 The Walmart Story**

Walmart is the largest retailer in the United States with 4,769 stores in all fifty states. They are, by far, the largest employer in the United States, employing over 1.5 million Americans. The evolution of this \$514 billion dollar company is one of the greatest success stories in the history of business. This course takes participants through the progression of Walmart's growth. The learning also includes some astonishing fun-facts that accentuate the size and scope of this amazing business.

#### **Winning with Walmart: 02 Walmart Pricing and Philosophy**

The cornerstone of Walmart's business strategy is their pricing philosophy. To win with Walmart, you need to understand their retail pricing and messaging strategies. Their advertising slogan clearly states their mission: "Save money. Live better." This course teaches Walmart's approach to retail pricing. A strong understanding of their philosophy will enable a greater ability to motivate favorable buying decisions by leveraging your knowledge of their business model.

**Winning with Walmart: 03 Playing by the Rules**

To engage with Walmart, you need to know how to play by their rules. They have a unique way of conducting business, and you're expected to know, and embrace, their business methods while interacting with their Associates. Having a strong understanding of what you can and can't do with this most important customer is critical to both your success personally and to the success of your organization. This course covers some key rules related to socializing, pricing coordination, working within the store, and modular compliance.

**Winning with Walmart: 04 Walmart Store Hierarchy**

To win with Walmart, you need to build trusting relationships with many different people inside the store. To succeed, you need to discover who the key decision-makers are, and you need to know their hot buttons. Trusted relationships enable the ability to influence favorable buying decisions. This course teaches you about Walmart's chain of command and how you can leverage that knowledge to build strong relationships with this most important customer.

**Winning with Walmart: 05 Engaging with Walmart**

To successfully engage with Walmart, you need to develop purposeful partnerships with their associates. Building a purposeful partnership isn't a one-time exercise, it's an ongoing commitment. It's earned over time as you build trust and credibility. To do this with Walmart, you need to become a part of their team. This course teaches some specific behaviors, and actions, that you can take to demonstrate that you're committed to partnering with them to drive mutually beneficial business results.

**Winning with Walmart: 06 Flawless Execution**

Winning with Walmart is all about retail execution at the store level. You can have the greatest brands, programs, business plans, and relationships, but none of that delivers any value

until something gets executed in the store. Without retail execution in the CPG business, nothing happens. This video wraps up the series with learning focused around flawless execution in Walmart, and the quest of acquiring multiple points of interruption throughout the store.

**Shopper Behavior: Introduction**

The primary aim of every retailer is to convert shoppers into buyers. To do this effectively, you need to understand how shoppers shop. You need to know how they think, how they plan, and what motivates their purchase decisions. This course will introduce you to some of the common behaviors of shoppers, which will give you a better understanding of how your retail customers attempt to influence their purchase decisions. This knowledge will enable you with a stronger ability to collaborate with your retail customers in developing merchandising strategies that deliver mutually beneficial results.

**Shopper Behavior: The Path to Purchase**

The path to purchase starts with a consumption, or a product need. The first phase is all about planning the shopping trip. The next phase is about navigating the store, and the last phase is the process of selecting and purchasing. This course teaches about the Path to Purchase process. This knowledge will help you to better understand how shoppers shop, and it will enable you with a greater ability to make impactful in-store merchandising recommendations.

**Shopper Behavior: Shopper Insights**

This course introduces you to some insights around shopper behaviors that will help you to better understand how shoppers shop, and what influences their purchase decisions. The learning includes some of the tactical things that retailers do to influence shoppers. This knowledge will enable you with a greater ability to make merchandising recommendations that will help your retail customers optimize shopper conversions.

### **Trade Math Basics**

As a salesperson in the retail business, you need to be proficient with retail mathematics in order to successfully motivate favorable buying decisions. You need to understand how your retail customers assess, and account for, profitability. This course teaches about the three most common measures of profitability in retail. This knowledge will enable you with a greater ability to confidently make sales suggestions that include conversations around profitability.

### **Advanced Trade Math**

Part 1 of this series teaches how to calculate profit margin by dividing the penny profit by the retail price. Trade math gets more complicated when you're missing one of these two components. This course teaches how to calculate suggested retail pricing, and how to calculate the needed cost, when given the target price or the profit margin target. This knowledge will enable you with a greater ability to confidently make sales suggestions that include conversations around profitability.

### **Challenging Personalities**

Dealing with challenging customers is simply a part of the job when you work in sales. But it's not hard to work with someone who is difficult if you know what to say, and how to say it. This course will teach you how to identify the type of personality you're engaging with, and how to effectively handle each difficult personality type in a way that will optimize the potential of a positive outcome.

### **Handling Angry Callers**

Anger is an unintelligent emotion that's always triggered by something. It's very common and very human. Most salespeople dread having to deal with an angry, or disgruntled, customer because of the emotions that come into play. It's never pleasant, but it doesn't have to be painful either. This course teaches a six-step process that will enable you to easily work through a

difficult discussion with an unhappy customer by controlling the situation, while minimizing stress.

### **Introduction to Negotiation**

When most people think about negotiation, they envision the process of haggling. In commercial or sales negotiation, there's a lot more to the process of negotiating than haggling. Negotiation is the process of exchange involving give and take between two or more parties to reach agreement regarding an issue, when faced with an apparent conflict or disagreement. It's all about getting to a win-win outcome. In this course, you'll learn how to confidently negotiate to reach mutually beneficial agreements by employing some commercial negotiation best practices and techniques.

### **Types and Styles of Negotiators**

There are three types of negotiators, and there are five common styles of negotiation. In order to effectively plan negotiation strategies and tactics, it's beneficial to understand the type of negotiator you're going to engage with. It's also helpful to understand the style of negotiation that they typically employ. Our actions and behaviors during a negotiation will differ with each type and style. In this course, you'll learn about these types and styles, including how to identify each of them by making behavioral observations.

### **The Rules of Negotiation**

Negotiation can sometimes be like a game. And like any game, the likelihood of success is reliant upon a clear understanding of the rules. Negotiation is a process, not an event, and there are some standard rules that you need to be aware of. This course will teach you the basic rules of negotiation, which will enable you with a greater ability to confidently engage in bargaining discussions with customers, when faced with an apparent conflict or disagreement.

### **Offering and Accepting Concessions**

A concession, or trade-off, is where one or more

parties engage in conceding, yielding, or compromising on the components, elements, or issues tied to whatever is being negotiated. Offering or accepting a concession is probably the most stressful part of a negotiation for most, especially for those that are less experienced. In this course, you'll learn an effective and easy technique to use that will make the process less stressful, while increasing the likelihood of successfully reaching agreement.

### **BATNA and ZOPA**

BATNA is an acronym that stands for the Best Alternative to a Negotiated Agreement. You can't learn about the negotiation process without learning about BATNA. ZOPA is an acronym that stands for the Zone of Possible Agreement. This zone is the overlap in between the seller's and buyer's settlement ranges. This course teaches these two important fundamentals of negotiation theory. Understanding these two concepts is a prerequisite to the overall learning progression of negotiation skills.

### **Negotiation Power**

One of the key psychological aspects of negotiation is power. Power is about knowledge, charisma, and the ability to be diplomatic. Power is not something that you achieve, it's something that you leverage. The key to successful negotiations is having the ability to be able to identify, and leverage, your power to motivate favorable decisions. This course teaches about six specific sources of negotiation power that are most common, and how they can be leveraged to achieve a win-win outcome.

### **Negotiation Tactics**

There are a few basic tactics that customers will typically use during a negotiation in an effort to leverage their power against you. If you're able to identify the specific tactic being employed by the person you're negotiating with, you'll be able to react appropriately to keep the discussion moving forward. This course will teach you about the

various tactics and how to effectively respond to each of them.

### **Negotiation Coaching**

This final segment of our series is a coaching resource that will assist you with tactical preparation for a negotiation. These materials should be completed in conjunction with the course, and will arm you with the information you need to have a successful negotiation.

### **Non-Face-to-Face Customer Calls**

A sales call should be a two-way conversation where we're engaging the customer in a discussion, versus talking at them. It's easy to sense when someone is engaged and actively listening to what you have to say when you're able to observe their reactions in a face-to-face conversation. It becomes more difficult when you're not able to see them, like on a phone call. This course teaches you how to engage with a customer in situations where you're not in a face-to-face discussion. You'll learn how to use voice inflections, other non-verbal actions, active listening skills, and effective communication methods to drive engagement without physically being in their presence.

### **Engagement Techniques**

Customer engagement is an important component of any sales call, be it face-to-face, or a non-face-to-face business discussion. Grabbing the customer's attention and engaging them in a two-way conversation is the only way a salesperson will have success motivating a favorable buying decision. This course teaches some specific techniques to employ during a non-face-to-face business discussion that will help you to drive customer engagement and sales success.

### **Active Listening**

In a non-face-to-face sales call, it's imperative that you're able to employ strong active listening skills. Active listening isn't something we're born



with. It's a skill that needs to be learned. This course will teach you some simple techniques that will elevate your active listening skills, making you a better conversationalist and a more impactful salesperson.

### **Speaking Clearly**

It's important to speak clearly and effectively so that your message is interpreted in the way that you intend it to be received. The use of correct grammar and proper enunciation is important when it comes to avoiding misunderstandings. I'm sure you've heard, "it's not what you say, it's how you say it." This course teaches the importance of speaking clearly and effectively. You'll learn about some common speaking mistakes and how to avoid them.

### **Influencing Customers**

Selling is all about identifying a need, suggesting a solution that solves for it, and asking the customer to act. To do this effectively, it's imperative that you're able to be influential with your customers. This course teaches effective communication behaviors that will elevate your ability to motivate favorable buying decisions by being influential.

### **Tel-Sell Excellence**

Selling over the phone requires specific abilities, skills, and techniques when it comes to engaging customers in a two-way business discussion. This course pulls everything together that was taught throughout the Tel-Sell best practices series and recaps the process of engaging and influencing a customer during a non-face-to-face conversation.

### **Introduction to Category Management**

In the consumer-packaged goods, or CPG, business, most retailers employ a key business strategy around the sales and marketing function that's referred to as category management. The strategy centers around a systematic and disciplined approach to managing a product

category as a strategic business unit. This course will introduce you to some of the basic concepts of category management, giving you a better understanding of how your retail customers develop their sales and marketing strategies. This knowledge will enable you with a stronger ability to deliver sales suggestions that align with your customers' business objectives.

### **Definitions and Roles**

The overall purpose of defining a category is to be able to determine the structure and collection of specific products, or items, that will make up the category. Determining the role of a category defines its strategic purpose, which drives tactical decisions on product assortment, price, promotion, and product placement. This course teaches about the retailer's approach to these first two steps of the eight-step category management process.

### **Assessment and Scorecard**

Category assessment is a really important step, and there's quite a bit of work that goes into it. Here, the retailer seeks to understand strengths, weaknesses, opportunities, and threats. The goal is to identify any gaps between the current and desired state of the category. The purpose of the category scorecard is to determine the target objectives as they relate to the category business plan, and to determine how success will be measured. This course teaches about the retailer's approach to the third and fourth steps of the eight-step category management process.

### **Strategies and Tactics**

Strategies should describe how you intend to get from where you are to where you want to be. The retailer's marketing strategy addresses how they will market the category and its components to achieve their goals as outlined on the scorecard. Tactics are the specific actions to be taken to deliver against the category strategies. This course teaches about the retailer's approach to

the fifth and sixth steps of the eight-step category management process.

### **Implementation and Review**

Implementing the plan is clearly the most important step in the process. Without flawless execution, nothing happens. Category reviews are an essential part of the process that should be ongoing to measure success. This course teaches about the retailer's approach to the seventh and eighth steps of the eight-step category management process.

#### **01. Intro to CBD**

Cannabidiol, or "CBD" as most people call it, has emerged as a unique new product that's driven a huge surge of enthusiasm for what many Americans believe to be a miracle cure-all. Analysts are projecting the CBD market in the United States will exceed twenty billion dollars in sales by 2024. Despite the amazing growth, many people still don't really know what CBD is, which is why we've created this series. You'll learn what CBD is, and what it isn't. You'll learn where it comes from, the current legal status, effectiveness claims, and some general information around product safety.

#### **02. The CBD Market**

CBD is enjoying its moment as one of the hottest ingredients in the food and beverage industry. It is sold in multiple channels of business and is available in a wide variety of formats/products. In this course, you'll learn about the various kinds of CBD products that are available in the marketplace, and you'll learn about the consumer base that's purchasing them.

#### **03. CBD Retailing**

There are a lot of options for consumers when it comes to purchasing CBD products. CBD is sold in multiple channels of trade, in addition to having a strong e-commerce presence. Many mainstream retailers have gotten on board, and many others are eager to get in the game. This

course teaches about CBD retailing, giving you the ability to partner with your retail customers to help them find the way to their fair share of the business opportunity.

#### **01. Intro to Shopper Marketing**

In this course, we'll discuss a niche marketing discipline that's focused on understanding shopper behaviors. We'll go over how to leverage that understanding and talk about tactics aimed at influencing those behaviors to positively impact consumption of a brand or category. We'll go over the differences between shoppers and consumers and discuss how to connect with shoppers by using an action-based process that's driven by insights.

#### **02. The Shopper's Journey**

All shoppers go through a process referred to as the shopper behavior cycle. They also follow a distinct progression called the path to purchase, when planning and executing a shopping trip. This course teaches how the three phases of the shopper behavior cycle, and the five-part path to purchase, work together to outline what is referred to as the shopper's journey.

#### **03. Shopper Insights**

Shopper marketing is the process of understanding shoppers and using that understanding to develop a marketing mix which influences shopper behaviors anywhere along the path to purchase. To understand shoppers, you need to discover insights. Shopper insights refer to an understanding of the in-store and near-store behaviors and experiences of shoppers. This course teaches how to interpret information to discover shopper insights, and how to draw conclusions and make decisions based upon your interpretations.

#### **04. The Shopper Marketing Process**

Shopper marketing is the process of understanding shoppers and using that understanding to develop a marketing mix which

influences shopper behaviors, anywhere along the path to purchase. The key word here is process. This course teaches a simple five-step framework, or process, that will enable viewers with an ability to develop shopper marketing strategies. We'll also discuss the importance of a collaborative partnership between manufacturers and retailers.

### **05. What Shopper Marketing Looks Like**

In this course, we'll discuss two shopper marketing campaign examples that demonstrate how marketers were able to draw conclusions and make decisions on strategies by effectively discovering actionable insights. Both examples show how effective engagement and activation can lead to a change in shopping behaviors along the path to purchase, resulting in improved business performance.

### **Introduction to Warehouse Fundamentals**

One of the most important parts of a high-functioning supply chain is the warehouse. Warehouse operations cover a wide spectrum of activities. In this first course of our series, we'll discuss the typical tasks associated with warehouse work. We'll also go over the basic skills and attributes employees need to possess in order to be successful in the warehouse. This includes some of the physical requirements, as well as other beneficial skills, like good communication, problem-solving, the ability to follow directions well, dependability, flexibility, and more.

### **General Warehouse Hazards**

A warehouse is not generally considered to be a dangerous work environment. However, when there's a complex system of moving parts, people, machines, and deadlines, there's always a risk of potential danger. This course covers several common safety hazards found in a warehouse environment, as well as some operational best practices aimed at minimizing the associated risks.

### **OSHA Warehouse Standards**

The Occupational Safety and Health Act (OSH Act) of 1970 was passed to prevent workers from being killed or otherwise injured at work. The OSH Act created the Occupational Safety and Health Administration, commonly referred to as OSHA, which sets and enforces protective workplace safety and health standards. This course teaches about some of the OSHA standards and regulations, and how they work to keep you safe while on the job.

### **Material Handling**

Material handling is the movement, protection, storage, and control of materials and products inside the scope of a building, or between a transportation vehicle and the building. Material handling systems and processes are put in place to drive efficiency and to improve customer service. This course teaches how to safely handle materials in a manner that will minimize the risk of injuries.

### **Warehouse Efficiency and Productivity**

Effectiveness, efficiency, and productivity all work together hand in hand, and they are all critically important to an organization's bottom line. This course teaches about efficient and productive warehouse operations, which include space management, warehouse design, and operational best practices, aimed at optimizing the seamless flow of inventory throughout a facility.

### **Making Direct Store Deliveries: 01. The DSD Business Model**

This course will teach you everything you need to know to successfully execute the key responsibilities of a direct store delivery person. We'll discuss the direct store delivery, or DSD, distribution model, and go over how to handle materials or products safely. Most importantly, we'll teach you some best practices that will enable you to perform successfully and with a high degree of professionalism.

### **Making Direct Store Deliveries: 02 Handling Products**

Making direct store deliveries is a physically demanding job. The primary function is to handle products, which involves unloading trucks or vans, and moving products through the receiving area of a store. Unless you're delivering something light like potato chips, the job will usually require a fair amount of heavy lifting, which comes with a risk of physical injuries. Almost always, lifting injuries are disabling, affecting the back, shoulders, and feet. With that, it is important to be ready both physically and mentally. In this video, we're going to teach you how to prepare for a physically demanding workday. We'll also teach you proper lifting techniques and go over how to safely use some of the tools of the trade to move your products into and around the store.

### **Making Direct Store Deliveries: 03 Making Deliveries**

Making direct store deliveries seems like a straightforward process. You park the delivery vehicle, you gather the order and bring it into the store, you get the goods checked in and signed for. But it's not always that simple because all retailers have their own unique delivery guidelines and processes that you're expected to know and follow. Despite these unique retailer guidelines, the process of making direct store deliveries is fairly standard. In this course, we'll look at what the process typically entails. We'll go over preparing the order, bringing it into the staging area, and moving it out of the staging area.

### **Making Direct Store Deliveries: 04 The Ins and Outs of Making Direct Store Deliveries**

There are some unwritten rules about the DSD business that you need to know about. In this video, we're going to teach you about some of the ins and outs of making direct store deliveries which will help you to raise your game and do your job more proficiently. More importantly, this

knowledge will help you avoid some of the stumbling blocks that can drive inefficiencies and frustration.

### **Introduction to Distilled Spirits**

A distilled spirit, also referred to as liquor, is an alcoholic beverage distilled from grains, fruits, or other fermentable ingredients. They have higher alcohol content than beer or wine, which is why they're sometimes referred to as hard liquor. In this course, we're going to specifically focus on and teach you about these distilled spirits. We'll explain how the category is defined. We'll also provide an overview of the base types and give a synopsis of the product attributes that differentiate each of them.

### **How Distilled Spirits Are Made**

All spirits go through at least two procedures: fermentation and distillation. Fermentation is where alcohol is created, and distillation is where the alcohol is separated and removed. In this course, we'll now dive into how these processes work, from preparing raw materials to bottling and packaging the final product. With this knowledge, you'll better understand what your distilled spirits customers actually do, the pride they take in their distilling work, and how different brands and products are unique.

### **Distilled Spirits Consumers**

Approximately 63% of American adults drink alcoholic beverages. Further, 29% of those adults are most likely to consume distilled spirits. In this course, we'll get to know those consumers and learn where they shop, how they shop, and what drives their purchase decisions. We'll discuss various spirit retailers, the benefits that shoppers are seeking, and other factors that motivate liquor purchases.

### **Distilled Spirits Merchandising**

Retail merchandising is a vast topic that covers many aspects of selling products in a retail store. It includes things like product assortment, space



allocation, product organization, product promotion, and marketing activities. Retail merchandising is a combination of strategies and tactics that a business employs to encourage shoppers to purchase items. The overall objective of any retail business is to convert shoppers into buyers, and effective merchandising is how that

gets done. In this video, we're going to focus specifically on off-shelf displays. We'll teach you about some basic tactics that can be employed to optimize sales opportunities.