



Says Hi!

It's a busy time in head office at the moment with everyone gearing up for Peak - Christmas seems like ages away but with advent calendars and tacky decorations turning up in some shops already I am sure it won't be long before we're all humming along to 'Jingle Bells!'

TT has got some great articles to help improve your customers' shopping experience in this busy period, turn to pages 6 - 7 to learn more about digital media and check out page 3 to find out about the great new LG incentive hitting stores.

Well done to Currys for winning Sky's Satellite Retailer of the Year again - particularly Darren Hannaford and Chris Pearce from the Exeter store - enjoy your holidays guys!

As for me, I'm off to start writing my Christmas list...



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Training pays off!

Currys has become the first chain ever to win Sky's Satellite Retailer of the Year twice in the competition's six year history. This year, the Exeter store was triumphant and in particular Darren Hannaford and Chris Pearce who each won a £3000 holiday voucher.



This success has a lot to do with Sky's training CD which was launched in June this year. The Sky Specialist Programme now has 512 trained specialists throughout 264 stores. The three month training programme encourages store colleagues to learn more about Sky and Sky+ and how to sell them. The specialist training is broken down into Bronze, Silver and Gold level with the Gold Specialists given the opportunity to win a Sky+ box of their own!

Sky's research agency NOP recently mystery shopped 1200 retailers as part of the Satellite Retailer of the Year competition. The average overall national score was 55% but in stores where there were Sky Specialists the average results were considerably higher:

● Stores with Bronze Specialists	61%	6% higher!
● Stores with Silver Specialists	66%	11% higher!
● Stores with Gold Specialists	72%	17% higher!

Just goes to show that training really does pay off - let's see if we can get more Sky Specialists in store and win Satellite Retailer of the Year for the third time next year!