

## Staples Cyberscholar Online Training Program

### Want to Increase Your Sell-Through by Reaching over 35,000 Staples Associates? Easy.

Developed by Creative Channel Services (CCS), the Staples CyberScholar Online Training Program makes it easy for vendors like you to get your latest product selling information prominently featured on the training site used by all 35,000 Staples sales associates at over 1,200 stores and call centers nationwide.

### Cost-Effectively Increase Product Knowledge, Brand Awareness and Sales

As Staples associates learn more about your brand through the Staples online training site, they'll be better prepared to assist customers, answer questions and recommend your products and accessories.

#### Staples CyberScholar Key Features:

- Accessed in-store through Staples' intranet
- Employees are paid to participate on store time
- Training can be coordinated with product launches, promotions and Staples' selling seasons
- Programs available in all Staples categories

#### How It Works

- CCS coordinates training setup and programming
- Training has sharp product focus to maximize effectiveness
- Information is easily learned, retained and applied on sales floor
- CCS provides real-time tracking and reports employee participation

### Retail Training Results: 30% Sales Increase and More!

Studies show that effectively training retail salespeople improves customer satisfaction, decreases product returns, and increases sales. In fact, a 2005 Staples study showed a 30% increase in sales for a product featured in the Staples CyberScholar training program over a 5-week period, with a maintained increase of 20% over a 9-week period!

Surveys of associates participating in the Staples CyberScholar program showed that:

- 96% agree they'd be more likely to recommend the product(s) featured
- 97% agree they'd be better able to recommend additional products or accessories
- 96% felt they'd significantly increase their sales performance for the featured products

By partnering with CCS to create a customized online training solution, Staples continues in its commitment to providing the best tools for its salespeople, while offering manufacturers like you the opportunity to effectively train the people representing your products at the retail frontlines.



that was easy.™



#### Endorsed by Management

*"With the Staples CyberScholar Training Program, CCS has helped us create a quality, consistent platform for our thousands of sales associates to access a rich learning environment with critical how-to-sell training, information and resources at each of our over 1,200 U.S. store locations."*

Nancy Persson, Vice President  
Organization Development,  
Training & Communications

#### Approved by Associates

*"The training gives me a better understanding of the product, features and possible add-ons or accessories to be offered. This helps me inform the customer in making the right purchase."*

Staples Sales Associate

*"CyberScholar is a great tool that points out the benefits of many new products."*

Staples Sales Associate

The Staples CyberScholar Program Can Help You:

- Build brand awareness & knowledge
- Get recommended to customers
- Increase product sales up to 30%
- Raise customer satisfaction
- Maximize training efficiency & effectiveness

**See how connecting your product information with Staples salespeople can increase your training, marketing and sales results. Contact:**

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