

The  
GAME  
of

RETAIL

R

SALES

S

EXPERTISE

E

# The Search for Helpful Expertise

by *experticity*



## RECOMMENDATIONS *for* RETAILERS

### Invest in the right people

People are out there who love and use your products.

### Reward expertise

Employees who love your stuff want to be rewarded with it.

### Train the people who love your stuff

Retail employees should know your products inside out.

### Evangelize the value of helpful expertise

Finding the lowest price doesn't build relationships. Ask questions, find out more to help your customers find the right fit.

How do  
retailers grow  
helpful expertise

