

CASE STUDY



Client: Wolseley

Service: Training and Support

“ PROVIDING TRAINING TO ALL STAFF TO IMPROVE ON THEIR PRODUCT KNOWLEDGE WAS ESSENTIAL FOR STAFF TO DRIVE CUSTOMERS TO BUY ”

THE CHALLENGE

Wolseley approached Youngman requesting assistance with Build Centre branch promotions of their product lines to achieve an effective display of the Youngman range.

Wolseley want to maximise the effectiveness of the exercise to provide essential training for all staff to improve their product knowledge and foster the relationship between Youngman and the branch management.

THE BRIEF

Youngman were tasked with utilising the available space and positioning of the display areas in a location within store which would have maximum customer impact, enhancing the Youngman product range and ultimately drive sales.

THE SOLUTION

Youngman played a significant role in developing Wolseley's in-store promotions by improving their branches appearance, which naturally resulted in improved branch sales.

In the process Youngman were also able to enhance product awareness along with the Youngman brand, which are both essential components in our mission to provide the best service for our customers.

Providing training to all staff to improve on their product knowledge was essential for staff to drive customers to buy. Convincing branches that in store displays will have a positive result.

