



CONTINUE
TRAINING

CURRENT TRAINING PLAN: Oakley Spring 2015 Training

LIST VIEW

For the past 40 years, Oakley has perfected many new technologies that have succeeded in no small part, due to the partnerships we have held with shop staff that carry our message to customers at the point of purchase. Over a period of 40 years the retail market has progressed significantly; digital tools now shape the way that people shop both in store and online. No longer do people come into store with little to no product knowledge and rely on the shop assistant's advice in order to guide them through their purchase decisions.

We have an army of Oakley Ambassadors just like you on the front line who are vital to the success of our business, and as a member of the Oakley community, we want you to have all the tools you need to win at retail. With this as our goal, we have invested significantly in re-developing our online training platform "O Matter" to counter this changing market. 'O Matter' is a vital tool for the success of anyone who is serious about stocking and improving their sunglass sales. Signing you and your team up is as simple as visiting www.omatter.com and following the prompts under the sign up screen, or contacting your Sales Representative.

Through O Matter you will learn about Oakley as a brand, as well as over 1100 patented technologies and products. Knowledge of these will allow staff to transfer knowledge across all sunglass brands and price points in your store(s). To incentivise and reward you for your efforts, we now offer anyone who completes training access to Oakley Products at a reduced staff rate. Products available through this program include, Eyewear, Apparel, Footwear and Accessories across the entire Oakley Range. This process will ship directly to your store, removing all back of house functions, while tying in real time stock updates to ensure that the product you're after is available. Any Training Labs that are completed by staff are recorded as an individual profile that can be accessed at any time. This function allows business owners to track product knowledge in line with sales efficiency, and identifying any areas of additional training required.

We have long been passionate about how an effective training platform can directly translate to sales on the shop floor. Take this example from one of our key retail partners Saltbush Surf in Port Augusta, South Australia, who received an initial trial late last year. Their management team made it compulsory for staff to complete the online training if they wanted to enter Oakley's 2014 Factory Pilot competition. As a result of the training the newer staff became far more confident and defaulted significantly less to their manager for technical information. This took pressure off management as their sales team had strong product knowledge. The two full time staff members sold over 50 pairs of sunglasses each, and the manager over 140 at time of writing! Oakley sunglass sales were up 42% through the competition period, and sales by Retail Dollar were up 39%. Considering the prizes each staff member received during the competition, the hour spent training in their own time was worth around \$1,000 each.

We are proud to present this new training tool that ensures our sales associates, store managers, buyers and sellers around the world have a deeper connection with Oakley that fuels conversion and rewards brand loyalty, while ultimately increasing sell through.

Team Oakley

O MATTER

THE NEW OAKLEY TRAINING PLATFORM IS HERE...

O Matter is your one stop shop to go behind the scenes and learn about the Oakley brand and the latest products and technologies – keeping you ahead of the curve and rewarding you with heaps of **competition prizes and giveaways!**

Visit the new **WWW.OMATTER.COM** to get started and increase your chances of winning!

Questions? Email support@omatter.com

