

EXCELLENCE IN RETAILING AWARD



Employee Training – Mid-Size

[WINNER] Bonnie Togs Children's Outfitters

Based in Cambridge, Ont., Bonnie Togs is a privately owned retailer operating 21 stores across Ontario. With an eye to further expansion, the children's clothing retailer did an assessment of its recruitment, training and retention programs, and concluded it was time to implement a comprehensive Employee Development Program.

Developed in partnership with the Graff Retail Group, the program included systems for hiring, sales training, sales management and performance coaching, with training materials, supporting documents, classroom workshops and an in-store training approach developed for each system. An implementation schedule was prepared and the entire program launched over the course of fiscal 2005 to 2007.

Results have been nothing short of amazing. Following the program's implementation, same store sales increased by 14.2%, items per sale jumped from 3.8 to 4.4 and staff turnover has been reduced by 80%.

Bonnie Togs sales associates are now more focused and knowledgeable about their product, and improvements in employee recognition have resulted in a happier and more successful workforce.

From improved customer experiences to stronger retention to better sales, the Bonnie Togs Employee Development Program has proven to be a tremendous success. Employees provide positive feedback and their progress is evident in improved personal performance.

