

SOP Template: Staff Training on Seasonal Promotion Details

This SOP details the process for **staff training on seasonal promotion details**, including the preparation of training materials, scheduling training sessions, dissemination of promotion information, role-specific responsibilities, customer communication techniques, and assessment of staff understanding. The objective is to ensure all staff are fully informed and equipped to effectively promote seasonal offers, enhance customer engagement, and drive sales during promotional periods.

1. Preparation of Training Materials

1. Identify seasonal promotion details, including products/services, timelines, pricing, and terms.
2. Create clear and concise training documents, presentations, and FAQs.
3. Develop role-specific handouts tailored for sales, customer service, and support teams.
4. Distribute digital copies via email or intranet prior to training sessions.

2. Scheduling Training Sessions

1. Coordinate with department heads to select optimal training dates and times.
2. Send calendar invitations to all relevant staff at least one week in advance.
3. Arrange for both in-person and virtual attendance options if necessary.

3. Dissemination of Promotion Information

1. Present key points of the seasonal promotion during training sessions.
2. Review all marketing collateral and ensure alignment with promotional messaging.
3. Highlight any exclusions, limitations, or compliance requirements.

4. Role-specific Responsibilities

- **Sales Team:** Upsell and cross-sell promoted items, track sales, address customer inquiries.
- **Customer Service:** Explain promotion details accurately, assist with issue resolution.
- **Support Staff:** Maintain stock and display, update promotion signage, report issues.

5. Customer Communication Techniques

1. Use provided scripts and FAQs to ensure consistent messaging.
2. Engage customers proactively about seasonal offers.
3. Address customer objections and provide additional information as needed.
4. Direct unresolved queries to the appropriate supervisor or department.

6. Assessment of Staff Understanding

1. Conduct a short quiz or knowledge check at the end of training.
2. Provide practical scenarios for role-play and evaluation.
3. Collect feedback on training effectiveness for future improvement.
4. Document attendance and assessment results for compliance records.

7. Continuous Improvement

- Review sales and engagement data throughout the promotion period.
- Hold brief follow-up meetings to discuss challenges and share best practices.
- Update training materials and SOP based on staff and customer feedback.