

# Perfetti Van Melle creates interactive e-learning tool to connect with travel retail sales staff

By **Hibah Noor** on August, 28 2018 | Confectionery & Fine Foods



Hosted by 'Peter from Perfetti Van Melle', the new e-learning program uses humor and an interactive quiz to keep sales staff interested

Perfetti Van Melle is taking a fresh approach to growing confectionery sales in travel retail by communicating directly with shop floor staff through a newly developed, interactive e-learning tool.

"It's not enough to be present in-store with products on shelf and on displays; we have to encourage the retail staff to be on our side, to think of Mentos and Chupa Chups when they are recommending products to consumers," explained Femke van Veen, PVM's Brand Manager Global Travel Retail.

"We are reliant on the sales staff to convey our messages to the shopper, but we can't expect them to do this without our support. The new e-learning tool has been designed to help us train staff, and we believe there is no other course like it available."

Van Veen said that until now, the company had been communicating with staff via Skype and traveling to the locations as much as possible, but due to the team's small size, this was not always a

viable option.

PVM's new e-learning tool is a 20-minute fun and interactive training course. Salespeople can learn about the company's history and current position; gain tips on how to approach customers; learn how PVM products fit within different points of sale; and learn its product range, new items and brand USPs.

Hosted by 'Peter from Perfetti Van Melle', the program uses bright and fun imagery, humor, and an interactive quiz to keep the viewer interested. At the end, participants are awarded a virtual certificate based on their quiz answers and asked whether the course was useful or not.

"Research shows us that 36% of confectionery shoppers are likely to interact with sales staff, 60% of these shoppers will be influenced into a purchase decision based on staff recommendations. Having PVM products top of mind is essential in a competitive market place," continued van Veen.

"Our goal with the e-learning course is to reach more shop employees globally and to create a rapport between staff members and our brands, improving product knowledge, and developing a better understanding of which lines are best suited to particular customer needs."