

Oettinger Davidoff AG kicks off its global retail training program

By **Jas Ryat** on October, 23 2019 | Spirits & Tobacco



Oettinger Davidoff

The “Davidoff of Geneva Academy” is designed to help business partners and retailers broaden their knowledge about the brand, products and sales expertise & become an overall cigar expert

Oettinger Davidoff AG proudly announces, “Davidoff of Geneva Academy”, a global training program, which was conceived to support business partners and retailers by offering state-of-the-art training. Central to the program: a Learning Management System, which enables people to broaden their knowledge about the brand, products and sales expertise both online and offline.

Beat Hauenstein, CEO, Oettinger Davidoff, states: “The Academy is not only the core element of our newly created Training and Development department, but also a key pillar of our long-term strategy. We invested to help our employees and partners become cigar experts and much more successful retailers.

The “Davidoff of Geneva Academy” is the industry’s leading training program where individuals can learn everything there is to know about our products and the stories behind them. It is a key deliverable for the work we carry out as an indispensable business partner.”

The Academy offers best-in-class e-learning, with rich and engaging content to equip learners with whatever they need, wherever they may be. Individual learning plans ensure that the right knowledge will come to the right people.

The Learning Management System & The content

The Learning Management System (LMS) enables blended learning. E-learning, live training sessions and webinars complement each other and allow for targeted and structured learning globally.

The Academy’s content is built on two pillars: Sales & Service Expertise to improve service and sales excellence and Brand & Product Know-How to explain the brand’s philosophy and heritage and to highlight the differentiating elements of Oettinger Davidoff’s products.

The Academy supports global product launches by equipping partners and retailers with in-depth information. The program currently consists of nine courses and 35 modules, which take 10 - 20

minutes each to complete. They are available in the following languages: English, French, German, Italian and Spanish.

The Academy will help people working in the cigar business to become even more successful at what they already do best: serving customers, delivering a great shopping experience and, ultimately, filling their time beautifully.