



Assessing your practices



rivea[®]
AUDIT

AUDITING YOUR SELLING TECHNIQUES

This kind of audit reflects your sales professionals' level of professionalism as well as the customers' experience:

- 8 areas of assessment.
- 29 segments.
- Around 200 assessment criteria.

AUDITING THE IMPACT ON YOUR BUSINESS

This type of audit refers to the potential impact of your products inside your network of distribution with respect to your product itself, its appeal along with the quality and coherence of your sales professionals' argumentation, their ambassadorship, etc.

BENCHMARKING

Based on your stores' performances, your competitors' best practices or on your customers' perception of your brand, we offer you a manufactured response to your previously identified needs: welcome, image, quality of service, professionalism, loyalty, etc.

AUDITING YOUR LEVEL OF SECURITY

We will assess your teams' abilities to sell whilst respecting security guidelines:

- Conveying a security-relevant message.
- Reactions.
- Team work.

ORGANIZATIONAL AUDIT

We will work in conjunction with your stores in order to formalize your selling process and to assist you in optimizing your internal organization (staffing, stock management, procedures, etc.).

TRAINING YOUR INTERNAL AUDITORS

Observation, memorization, written synthesis, and quality of feedback - we will train your future in-house auditors to enable them to assess your teams.



Within the current context, every company needs to objectively assess its sales associates' level of professionalism. RIVEA offers a manufactured and specific response to your assessment needs in order to identify your stores' room for growth.



SELECTION

All our assessments are a manufactured response to your previously identified needs, industry-relevant and exclusive to the brand.



TRAINING OF OUR AUDITORS

To become a part of our network, each auditor receives training on our methodology; they must also master the appropriate selling techniques in the luxury sector. We offer different auditor profiles: regular customers of luxury brands, former sales professionals, foreign customers, etc.



RECOMMENDATIONS AND ACTION PLANS

Each synthesis highlights your company's strong points as well as your areas for improvement. Thus, they will allow you to implement action plans immediately. We will also provide you with our recommendations in terms of training and/or coaching. They will help you to elaborate and conduct your future training sessions in-house.



MULTIMEDIA PACKAGE

We created a program, which is adaptable to your specific needs. The results of our audits are shown as graphs and delivered on an interactive CD-Rom. The CD-Rom will serve you as a dynamic distribution tool when debriefing with your sales professionals.

Your contact

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« L'homme peut seulement s'améliorer que s'il est conscient de sa situation présente. »

ABRAHAM LINCOLN