YOUR  
LOGO

**COMPANY NAME**

RETAIL STAFF TRAINING PROGRAM PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to deliver a comprehensive Retail Staff Training Program. Our goal is to help [Client Name] build a confident, knowledgeable, and customer-focused workforce.  
  
This proposal outlines our approach to developing and delivering tailored retail training solutions.

# Project Objectives

The primary goals are:  
  
- Equip staff with key customer service, product knowledge, and sales techniques  
- Improve customer satisfaction, conversion rates, and retention  
- Reduce turnover and improve employee engagement  
- Establish a standardized onboarding and continuous training framework

# Proposed Services

Our training program includes:  
  
- Needs assessment and learning plan development  
- Custom content creation (in-person, virtual, or blended delivery)  
- Training modules on customer service, POS usage, product knowledge, up-selling, conflict resolution, and visual merchandising  
- Manager coaching and leadership development  
- Quizzes, role-plays, job aids, and performance tracking tools

# Scope of Work

Scope includes:  
  
- Kickoff and learning needs survey  
- Curriculum development tailored to retail roles  
- Training delivery (on-site or online)  
- Post-training evaluation and impact measurement  
- Optional: LMS integration or e-learning access

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Needs Assessment | Gather info and identify training focus | [Start Date] |
| Curriculum Design | Develop materials and delivery plan | [Date] |
| Training Delivery | Facilitate staff sessions | [Date] |
| Evaluation | Measure impact and issue certificates | [Completion Date] |

# Pricing

Estimated cost breakdown for retail training services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Needs Analysis | Assess training goals and gaps | [Amount] |
| Content Development | Design custom modules and activities | [Amount] |
| Training Delivery | Facilitate [#] sessions (in-person/online) | [Amount] |
| Evaluation & Reporting | Feedback, quizzes, summary report | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a workforce development agency specializing in retail, customer service, and frontline training.  
  
- Experience: [X] years of delivering staff training in fashion, electronics, grocery, and specialty retail  
- Expertise: Instructional design, adult learning theory, retail technology  
- Mission: To help brands deliver superior in-store experiences through empowered and well-trained staff

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: National retail chain staff upskilling  
- Outcome: 23% increase in mystery shopper scores and 18% boost in average basket size  
  
Testimonial:  
“[Your Company Name] transformed how we train staff. The team is more confident and better with customers.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone or per-session billing.  
Scope: Includes needs analysis, content development, training delivery, and evaluation.  
Client Responsibilities: Provide access to store data, teams, and scheduling preferences.  
Adjustments: Custom LMS platforms or extended delivery formats may affect price and delivery timeframe.

# Acceptance

To approve this Retail Staff Training Program Proposal and begin implementation, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_