



**FriedmanU** is an online training & onboarding platform for Sales and Management Professionals tailored to the retail industry.

COVID-19 has created a unique issue for retailers across the world. With limitations on in store capacity, social distancing and an overall lack of social interactions, It's critical that certain Key Performance Indicators (KPIs) are tracked now more than ever.

There are two metrics that **FriedmanU** prioritizes above all for Sales & Customer Service members in any retail store.

## Conversion Rate & Average Sale

Total Customers  
**100**

COVID-19  
Reduction  
**(70%)**

Only **30** customers  
can now come in

10 Walk



20 Are Interested



03 Convert



\$100 Average Sale

### Friedman Training Opportunity

Opening the Sale correctly will save up to 50% of people who are "just looking".

### Friedman Training Opportunity

Your Conversion Rate is directly correlated to your skill to demonstrate, ask questions and properly close the sale.

### Friedman Training Opportunity

The Average Sale of your sellers defines their ability to "Add-On" successfully. Many People are uncomfortable adding on, but we show you how to do it so it seems natural and consultative.

If your store is open, and your overall store capacity has been limited, don't let the few customers that come in leave without a proper engagement. At **FriedmanU** we train staff members to become GREAT sellers using a consultative approaches to sales that actually works.