



FEEL THE COLORS AROUND YOU

COLOR MATRIX TRAINING PROGRAM

Section 1:

By The end of this session, participants will be able to:

- Articulate what color is and how it affects moods and behaviours
- Articulate the four color types and their general characteristics of color samples or fashion samples into their corresponding Color Types
- Correctly identify their Color Type
- Accurately assess another person's Color Type
- Select clothing and/or accessories that match a person's Color Type
- Articulate how the Color Matrix applies to their job
- Define a plan to develop their skills as a retail salesperson through the use of Color Matrix training materials and resources

Section 2:

By the end of this session, participants will be able to:

- Articulate the customer's journey from when the customer walks into the store to when the customer leaves.
- Greet a customer and make an offer of assistance that is consistent with Color Matrix and best practice in retail service.
- Truly listen to each customer's expressed and unexpressed needs using the four Color Groups as a compass and framework to understand how her/his aesthetic fashion must connect to her/his emotions and deep psychological needs.
- Offer detailed fashion advice that helps customers make good buying decisions, understand themselves and what looks good on them and feel good about their experience with the brand regardless of whether they buy or not.
- Build trust with customers and create a human connection between the customer and the brand.
- Articulate the usefulness of the Color Matrix as a retail salesperson and how it applies to her/his job.
- Clearly define her/his plan for developing skills as a retail salesperson through

Section 3:

Define the most common customer challenges and approach these challenges in a manner aligned to the Color Matrix.

- Respond professionally to a wide variety of customer situations using Color Matrix including customers with very specific needs that are difficult to meet.
- Seek out opportunities to delight customers.
- Actively maintain a store culture that is positive, professional, and performance-oriented while putting people before the product.
- Apply the Color Matrix at all times to increase sales.
- Articulate the usefulness of the Color Matrix for retail salespeople and how it applies to their job.
- Clearly define their plan for developing their skills as retail salespeople using Color Matrix training materials and resources. Of Color Affects System training materials and resources.

THANK YOU

