



# Retail Training Program

**ASSA ABLOY**

The global leader in door opening solutions.

# Advance your knowledge of residential door hardware products

Most often, when customers seek information on security products, they are willing to make the purchase. Can your staff complete that sale? The ASSA ABLOY Retail Training Program has been developed to assist your staff as they work in the complex area of door locks, window locks and hardware.

The Retail Training Program helps staff to understand some of the issues around locking products. From the often conflicting requirements of; safety and security, home and contents insurance requirements, to an explanation of the relevant Australian Standards.

The Retail Training Program trains you to answer your customers' questions and provide them with security solutions, that they have never thought about. Up-selling related products to your customers will not only boost sales for your business but increase customer satisfaction!

The Retail Training Program is suitable for people working in a retail store environment who are responsible for door locks/furniture, window locks and padlock products. This training can help staff exceed customer expectations.

Within this market, there are a vast range of door locking products, with a wide range of functions, including electronic operation. As your customers expectation of service grows, there is a greater need for staff training to satisfy those customers requirements. This training will in turn maximise your sales potential of your business.

## Program Content

The Retail Training Program covers the following areas:

- Introduction to residential door hardware
- Safety verses security
- Insurance company requirements and Australian Standards
- Door locking products
- Window locks
- Interior door furniture
- Padlocks and accessories
- Selling skills/customer service techniques and exercises
- Basic merchandising

## Learning Outcomes

The Retail Training Program will provide:

- A thorough understanding of the safety verses security debate and how to maximise customers security whilst maintaining their safety
- Knowledge of Australian Standards relating to door, window and padlock hardware and their importance
- Experience in using questioning techniques to determine customers requirements
- Practical selling techniques including value added selling, selling add-ons, sales based on consumer benefits and solution selling
- Details of the key features of the different product groups
- Practical experience in answering questions about the suitability of products for different installations
- Printed training program manuals covering the major areas of the program
- Opportunities for discussion with our trainers who have many years of experience working with the products and marketplace

## On Satisfactory Completion

Participants will receive a framed certificate of completion from ASSA ABLOY and will have a good base knowledge to build on over their careers in the industry.

## Duration

The Retail Training Program is run over one full day of face-to-face training.

Two weeks prior to the training, participants are mailed and need to complete 1-2 hours of pre-work. The pre-work ensures all participants have some prior understanding of the basics of the retail door hardware market. This conserves valuable class time to focus on products and selling skills.

Upon completion of the face-to-face training, participants are given a written assessment task. The final assessment should be mailed back to ASSA ABLOY. The assessment task is designed to consolidate the training and ensure participants have a good comprehension of the topics covered.

### Entry Requirements

To ensure the Retail Training Program will be a beneficial investment of your time, please ensure that you meet the following guidelines:

- Currently working within the residential door hardware industry, or progressing toward a role in the field
- Approval of your workplace manager

### Where and when is the ASSA ABLOY Retail Training Program run?

The program is run in the following locations:

- Oakleigh, Vic
- Adelaide, SA
- Sydney, NSW
- Perth, WA
- Rocklea, QLD

The program runs approximately every two months in each location. For locations and dates, visit [lockweb.com.au](http://lockweb.com.au) and follow the links to Training Programs.

### How to Enrol?

Complete the attached application form and return it to the ASSA ABLOY Australia Training Manager.

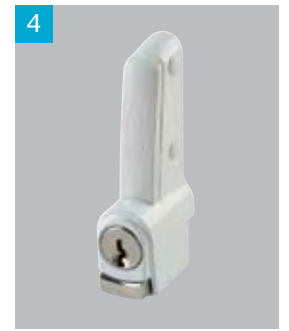
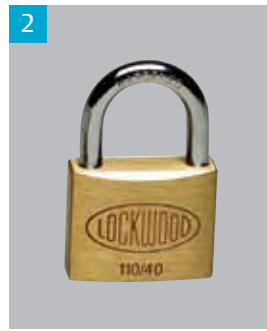
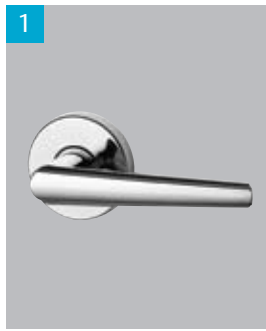
### Training Program Costs

The Retail Training Program is run at no charge to ASSA ABLOY customers and business partners. Where travel and/or accommodation is required, the participant will need to cover his or her own expenses.

### Other training programs

We also run a Commercial Training Program, Industrial Training Program, and other specialist training from a variety of locations. Check the details at [lockweb.com.au](http://lockweb.com.au) or alternatively, your sales representative can provide details. Additionally, if you have a specific request, let us know, we may be able to tailor a program to suit your needs.





1 Meridon (Spire® #L2 Lever)

2 110/40/123 Handy Lock - 110 Series padlock

3 CYL4® 880 Multi Purpose Bolt

4 CYL4® 785 Sliding Window Lock

5 Tasman MK3 hinged security screen door lock.

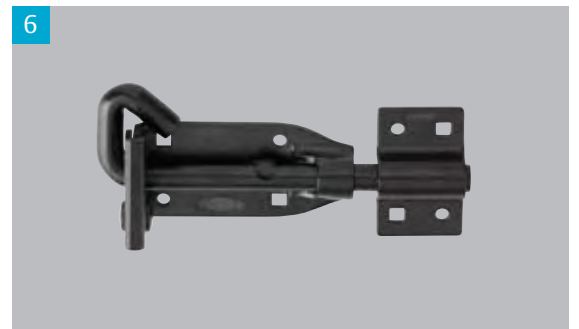
6 Padbolt

7 Paradigm® 005 Deadbolt (Round and Square Rose)

8 Vicinity® Lockset

9 Nexion® Keyless Entry Lockset

10 Onyx® Internal D Handle



# Application Form

## Retail Training Program

ASSA ABLOY

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

State: \_\_\_\_\_ Post code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Position in company: \_\_\_\_\_

Years in the industry (please circle):      less than 1      1-2      3-5      more than 5

Managers' name and phone no: \_\_\_\_\_

\_\_\_\_\_

ASSA ABLOY representatives' name: \_\_\_\_\_

Preferred training program session:

Location: \_\_\_\_\_

Dates: \_\_\_\_\_

Or

Please contact me to arrange a time and location (circle if required)

Do you have any special dietary or physical needs?

\_\_\_\_\_

\_\_\_\_\_

When you have completed this form, please fax to:

Fax: (03) 8574 3715

Or

Mail to:

ASSA ABLOY Australia Training Manager  
PO Box 42, Oakleigh, Vic 3166

Once your application is received, you will receive written notification of your enrolment. We may contact you if there are any difficulties in processing the request.



**INTERLOCK®**



## ASSA ABLOY

assaabloyasiapacific.com

### ASSA ABLOY Sales Offices & Authorised Agents in Asia Pacific

#### Victoria – Head Office

Telephone +61 (0)3 8574 3888  
Facsimile +61 (0)3 8574 3788

#### Queensland South

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Facsimile +61 (0)7 3373 5256

#### Queensland North

Telephone +61 (0)7 4779 0177  
Facsimile +61 (0)7 4775 1480

#### NSW – Commercial

Telephone +61 (0)2 8543 3700  
Facsimile +61 (0)2 9531 7944

#### NSW – Residential

Telephone +61 (0)2 9624 2666  
Facsimile +61 (0)2 9620 9340

#### New South Wales – Abloy

Telephone +61 (0)2 9882 6066

#### South Australia

Telephone +61 (0)8 8139 0401  
Facsimile +61 (0)8 8364 1975

#### Western Australia

Telephone +61 (0)8 9227 9588  
Facsimile +61 (0)8 9227 8913

#### Tasmania

Telephone +61 (0)3 6223 5404  
Facsimile +61 (0)3 6224 0435

#### Auckland - Residential

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Facsimile +64 (0)9 415 7222

#### Auckland - Sales Office

Telephone +64 (0)9 634 5590  
Facsimile +64 (0)9 634 5589

#### Christchurch - Sales Office

Telephone +64 (0)3 379 4810  
Facsimile +64 (0)3 379 4819

#### Wellington

Telephone +64 (0)4 913 4214  
Facsimile +64 (0)4 913 4213

#### Security Merchants

##### Security Merchants Australia

Telephone +61 (0)3 9558 8455  
Facsimile +61 (0)3 9558 8466

##### Security Merchants NZ

Telephone +64 (0)9 355 9240  
Facsimile +64 (0)9 307 1752

#### Export Department

Telephone +61 (0)3 8574 3888  
Facsimile +61 (0)3 8574 3789

#### Asian Offices

ASSA ABLOY – Malaysia  
ASSA ABLOY – Singapore  
ASSA ABLOY – Thailand  
ASSA ABLOY – Hong Kong  
ASSA ABLOY – Shanghai  
ASSA ABLOY – Beijing  
ASSA ABLOY – Korea  
ASSA ABLOY – India  
ASSA ABLOY – Japan

Contact the Export Department,  
Australia for details.

