

# Hatch Furniture Associates Certify With Online Training

NORTH LOGAN, Utah — Fundamentals of Furniture Product Knowledge Online, an award winning sales training program from The Furniture Training Company, is being used to meet the furniture product knowledge learning and training requirements for retail furniture sales associates at Hatch Furniture's retail store in Yankton. Hatch's makes use of the Fundamentals of Furniture Product Knowledge (FPK) Online training program in two ways: first, to increase the selling success of their retail furniture sales associates by training them as reliable furniture and design experts, and second, to give Hatch's store managers the ability to monitor all of their sales associates' lesson enrollments and training progress.

Already in just a few months, Hatch Furniture's sales associates Jolene Williamson, Carrie Barney, Jessica Arens and Jennifer Eickhoff have enrolled in the online training program, and in the past few weeks almost half of the associates have become Fundamentals Certified. Certification means that these sales associates have completed the entire online training course and have passed an extensive exam on each of the 36 topic areas in the online training. Certified sales associates each receive an official Fundamentals Certified certificate (suitable for framing) and a lapel pin to wear in acknowledgment of their product knowledge expertise and significant accomplishment.

Commenting on the program, Jennifer Eickhoff, training manager at Hatch Furniture, says "the Fundamentals of Furniture Product Knowledge Online sales training pro-

gram is doing everything we had hoped it would do for training our sales associates. Our older associates, once they overcome their initial fear of being on the computer, actually find the program very easy to use. Our new hires right after going through the training can go out and help customers on the sales floor without having to go look up information every time a customer asks them a question about a product. Now they know the answers. All our employees love the training."

Customers need to understand the romance and the unique features and benefits of the furniture they are purchasing. Providing retail furniture sales associates with the knowledge they need to help customers make well-informed decisions is challenging. Knowledgeable sales associates can significantly increase their sales by being able to correctly answer customer questions and make confident suggestions about furniture styles, construction and materials. They can also close sales with confidence because they have been properly trained in the value, not the price, of the furniture they sell.

Hatch Furniture is using the FPK Online program to more quickly train its sales associates in furniture product knowledge, to sell more furniture in its stores, to sell more to each customer, and to increase customer satisfaction with their furniture purchases.

The scope of furniture product knowledge that sales associates at Hatch Furniture need to master is vast but can be fully addressed by the FPK Online sales training program's 36 interactive multimedia training lessons. These lessons cover all areas of case goods, uphol-



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**Several Hatch Furniture employees have taken advantage of the Fundamentals of Furniture Product Knowledge Online training to become certified. Pictured is Jolene Williamson, Carrie Barney, Jessica Arens and Jennifer Eickhoff.**

stered furniture, beds and bedding, fibers and fabric, leather furniture, and rugs. Most of these easy to use and engaging lessons can be completed in 15 to 20 minutes. Going online, design consultants can complete the training anywhere and anytime at their own pace.

"We are proud to be selected by Hatch Furniture in South Dakota to assist in the support of their store training program", stated Mark Lacy, President of The Furniture Training Company, whose company devel-

oped and hosts the Fundamentals of Furniture Product Knowledge online training. "We see this partnership as a strong confirmation that our award winning online training program has become an important sales education resource to furniture retailers. Our goal is to help more sales associates complete this training and become Fundamentals Certified so that we can improve the overall the level of furniture product knowledge in the industry."