

**now!**  
retail specialist  
more. for YOUR customer

COMPANY  
PROFILE

## ABOUT

NOW! Retail Specialist was established in 2013 with the aim of SUPPORTING SALES NETWORKS in the organisation and development of projects. Our approach WAS DEVELOPED IN THE FIELD, through 20 years of experience in important commercial companies. Our MARKETING RETAIL SKILLS come from our work in consultancy: we have contributed to the development of major retail projects, supporting national and international players. Our professional background has taught us that a strategy is worthless unless it is backed by experience in the field.



## THIS IS WHY WE ARE SPECIALISTS.

### OUR REASONS

- We take care of YOUR customers: we desire THEIR satisfaction;
- We pursue YOUR success;
- We make a difference because we have worked in the field;
- You don't buy our know-how: we develop YOURS.



## METHOD

We are geared towards the standardisation of behaviours but we always start from customised programmes, defined on the basis of real needs and levels of operation, depending on the type of organisation and the competences available.

Every project is unique, important and special for us. It is your project: we discuss every aspect with you and develop it specifically to suit your needs.

Our catalogue is our experience at the service of your business, because we don't sell our own know-how: we develop yours. YOUR customers are our chief concern and their satisfaction is our obsession. There is nothing more valuable than a loyal and satisfied customer.



### VISION

Assuring customers, not just sales.

### MISSION

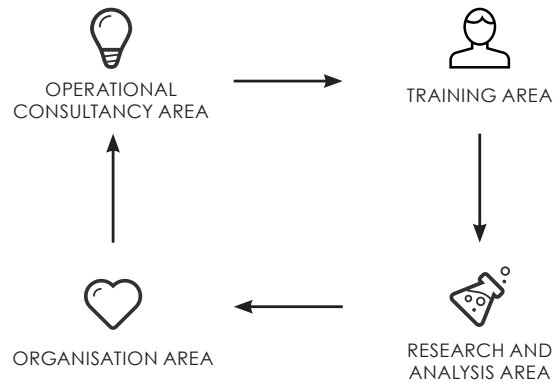
To structure organisational and sales processes for the best possible omni-channel brand experience.

### WERTE

- Practicality;
- Creativity;
- Enthusiasm;
- Transparency;
- Honesty.

## OUR VALUE PROPOSITION

YOUR customers are the centre of our attention; they are the purpose of everything we do. For this reason, all our areas of expertise and processes have been developed around the CUSTOMER.



**HAPPY CUSTOMER. HAPPY YOU.**



### OUR SYSTEM OF COMPETENCES

- Sales management;
- Store management;
- People management;
- Visual merchandising;
- Research skills;
- Store communication;
- Performance analysis;
- Retail tools.



# AREA OF COMPETENCE - OPERATIONAL CONSULTANCY

## OUR SERVICES

- Organisation and support in the development of sales networks;
- Omni-channel sales strategies;
- CRM architectures;
- Development of integrated retail tools;
- Visual merchandising;
- Store communication.



## KEY POINTS

- **From Store to Touchpoint:**  
The real store becomes one of the touchpoints through which the company comes into contact with its customers and sells its products;
- **Touch In-Store, Buy On-Line:**  
Showrooming becomes the real opportunity for the offline store: more and more consumers will visit real stores in order to touch, try out products and test solutions;
- **New Funnell Store:**  
Achieving customer contact through a relationship means having a CRM that is increasingly improved through useful information. The goal is to achieve a high level of customer loyalty by customising the service and synergy between on-line and off-line sales channels.



WE HELP YOU DEVELOP YOUR BUSINESS BY PURSUING YOUR SUCCESS.

THE INTEGRATION OF YOUR ONLINE AND OFFLINE IS THE STARTING POINT.



## AREA OF COMPETENCE - TRAINING

### OUR SERVICES

- On-the-job training;
- Training for trainers;
- Experiential classroom training;
- Team building;
- E-learning;
- Outdoor training.



### KEY POINTS

- **Practical approach**  
Our experience in the field has given us a practical approach to training: we want to provide tools that can be used in everyday life;
- **Interventions tailored to customers' needs**  
We aim at long-term effectiveness through structured training systems: For us training is a process, not an event;
- **Engaging methods**  
We use multimedia support and engaging methods because we know that learning is a complex process that should be channelled through stimulating training.

WHATEVER YOUR CHALLENGE, WE WILL SUPPORT YOU.

OUR GOAL IS TO DEVELOP THE TALENT OF YOUR PEOPLE.



## AREA OF COMPETENCE - RESEARCH AND ANALYSIS

### OUR SERVICES

- Retail analysis Key Performance Indicators (KPIs);
- Mystery shopping;
- Measuring pedestrian flows;
- Shadowing;
- Customer satisfaction questionnaires;
- Customer interviews.



### KEY POINTS

- **Attention to detail**  
We are obsessed with the quality of the data collected: we take extreme care over the selection and briefing of our data collectors. Our data collection can be fully customised: we are specialists in “tailor-made” approaches;
- **Strategy support**  
We process a huge amount of numbers. We help you to analyse them and highlight the aspects that are truly strategic;
- **From research to action**  
Data alone produces no results. We can train your sales network in any manner and at any level.



OUR DNA: MEASURING EVERYTHING THAT OCCURS IN SALES.

INFORMATION FOR GOVERNING YOUR DEVELOPMENT PROJECTS

## AREA OF COMPETENCE - ORGANISATION

### OUR SERVICES

- Job description & skills;
- Incentive systems;
- Manuals and operational tools;
- Recruitment support for salespeople / store managers / area managers;
- Focus groups;
- Analysis of business climate.



### HOW DO WE DO IT?

- **Roles**  
We define the roles, responsibilities and activities of personnel in accordance with two fundamental guidelines: brand consistency and the vision of the end consumer;
- **Tools**  
We develop manuals and operational tools through a presence in the field and observation in stores in order to create consistent, simple and practical supports;
- **Personnel**  
We focus on the organisation's personnel, because customer satisfaction is only generated through their well-being and commitment.

PEOPLE MAKE THE DIFFERENCE WHEN THE ORGANISATION  
MAKES A DIFFERENCE.





NOW! Retail Specialist

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The quality management system of Now! Retail Specialist s.n.c. complies with the requirements of UNI EN ISO 9001 no. 2221: 2008; its certification applies to the following fields: "Development and provision of training courses" and "Development and provision of specialised consultancy services for retail, sales and marketing".

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## CLIENTS

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## PARTNERS

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designed by



**NEU DIVISION**  
STUDIO