

- S** - Use Short Sentences
- H** - No High Brow Words
- A** - Call To Action
- K** - Key Messages
- E** - Evoke Emotion
- S** - Be Succinct
- P** - Not Passive, Active
- E** - Exclude Speed Bumps
- A** - Dear Aunt...
- R** - Remove Jargon
- E** - Effective Structure



MBM

Our trainers have worked on both sides of the fence and know the challenges of working with the big four supermarkets, plus we also know how they think and what their hot buttons are.

The problem suppliers to the big 4 face is that they are investing money in training but are not seeing a measurable return on investment. This is because most training companies do not understand the mindset of buyers from the big 4 supermarkets and the skills being learnt are not getting put into practice.

Our unique training method, Sticky Learning®, ensures that your Learners are still using their new skills 5 months later, which enables us to guarantee a measurable return on your training investment.

Click on any tip to go and read the full article.

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