

ENDVR

A Strategic Guide for Active Brands: How-to Maximize Your Brand's Wholesale Channel in 2024



The Stark Reality of Wholesale Channels

In today's rapidly evolving retail landscape, active brands face unprecedented challenges that demand innovative strategies for wholesale success. As we navigate the complexities of 2024, several critical factors come to the forefront, reshaping the way we think about and approach wholesale channels:

01 High-interest rates affecting consumer spending

02 Increased layoffs and staff turnover in retail

03 Demand for better working conditions by employees

04 Traditional retail engagement methods have not been fully effective

Let's dive deeper into the current state of the wholesale channel by examining recent survey results from ENDVR. This survey, focusing on frontline retail associates in the active outdoor retail sector, sheds light on the attitudes and concerns of those at the heart of retail operations:

General Happiness:

82% of retail associates reported being generally happy in their roles

Salary & Compensations:

85% of associates expressed dissatisfaction with their salary and compensation packages

Layoffs in Retail:

63% of respondents are notably worried about layoffs in the retail sector

The Impact of Technology:

97% of associates find that technology, particularly apps like ENDVR, positively impacts their work compensation

How can brands continue to drive sales and ensure revenue growth under these conditions?

We Turned to the Frontline Employees for Actionable Strategies

Understanding today's retail dynamics and improving our wholesale strategy requires insights from our frontline retail associates. Their experiences and feedback provide critical understanding of retail success and job satisfaction. Their responses offer a clear blueprint for brands looking to not only improve their products' presence in the retail space but also enhance the working conditions and satisfaction of those who are key to their success.

1. What factors contribute to your loyalty to a particular brand when selling it?

The associates' loyalty towards a brand hinges on several key factors:

- The **quality of the products** they are selling.
- Their **personal experience and knowledge** of the product, emphasizing the importance of testing and comprehensive product training.
- The **strength of their relationship with the brand**, highlighting the need for ongoing engagement and support.
- **Fair pricing** strategies that consider both market competitiveness and consumer perception.
- Robust **customer support and warranty services** that ensure trust and reliability.

2. What is the most important thing when thinking about your happiness at your current job in retail?

When it comes to job satisfaction, the following elements stand out:

- The ability to **ensure customer satisfaction**, which directly impacts their sense of achievement and fulfillment.
- **Competitive pay** that reflects their effort and contribution.
- Receiving **acknowledgment and gratitude** for their work, underlining the importance of recognition.
- **Perks and benefits** that go beyond basic compensation, contributing to their overall well-being.
- Opportunities for **growth and learning**, indicating a desire for personal and professional development.

We Turned to the Frontline Employees for Actionable Strategies

Our investigation has uncovered compelling data that underscores the critical role of product interaction, knowledge, and brand-employee relationships in driving sales:



of employees report that they sell more products from brands they have personally tried or own



affirm that they sell more products from brands about which they possess greater product knowledge



indicate that they sell more products from brands that make an active effort to build a relationship with the floor staff

3 Main Insights for Active Brands

Given these insights, brands can significantly enhance their retail presence and sales performance through the following strategic focuses:

01 Increase Product Knowledge:

Invest in thorough and ongoing product training for retail associates. This can be achieved through in-store training sessions, reps clinics, online digital platforms like ENDVR, and providing access to detailed product information and updates. The goal is to empower sales staff with the confidence and knowledge necessary to advocate for the brand effectively.

02 Build Relationships:

Forge genuine, supportive relationships with retail employees. This involves regular engagement initiatives, collecting feedback, recognizing and rewarding employees who go above and beyond in their sales efforts. A strong rapport between brand and retail staff can transform floor employees into passionate brand ambassadors.

03 Use Technology:

Leverage technology to streamline and enhance the training and engagement processes. This includes digital platforms like ENDVR for easy access to product information, direct communication and feedback between brand and retail employees. Technology can also be used to track sales performance and provide incentives for outstanding sales achievements.

3 Key Strategies for Elevating Your Brand in Brick-and-Mortar Retail Space

These strategies are not mere suggestions but essential pillars for fostering a deep, rewarding connection between your brand, your products, and the dedicated teams that bring them to the consumer. By focusing on increasing product knowledge, nurturing brand advocates, and embracing technology, brands can unlock new levels of success in the retail environment.

Key Takeaway #1: Increase Product Knowledge

Transforming sales associates into brand champions begins with a passion for your product that surpasses typical selling. It involves creating a space where associates are not only informed but truly excited about what they're selling.

**95%**

of frontline employees feeling more loyal to brands that engage with them

**89%**

of frontline employees more inclined to sell products they have personally tried or own

Key Takeaway #3: Bridging the Gap with Tech

In today's digital age, technology plays a pivotal role in transforming retail challenges into opportunities.

**97%**

of retail staff recognizing the positive impact of apps like ENDVR on their work compensation

Empowering Brands and Retail Employees with ENDVR retail sales enablement platform

Recognizing challenges in retail space, ENDVR offers a transformative solution designed to meet the evolving needs of both brands and retail employees.

As a comprehensive platform, ENDVR isn't merely a tool but a revolution in how brands interact with their frontline retail teams, providing a seamless integration of digital sales incentives, education, and retail operations.

239K

Education completions growing a more informed audience in store

409K

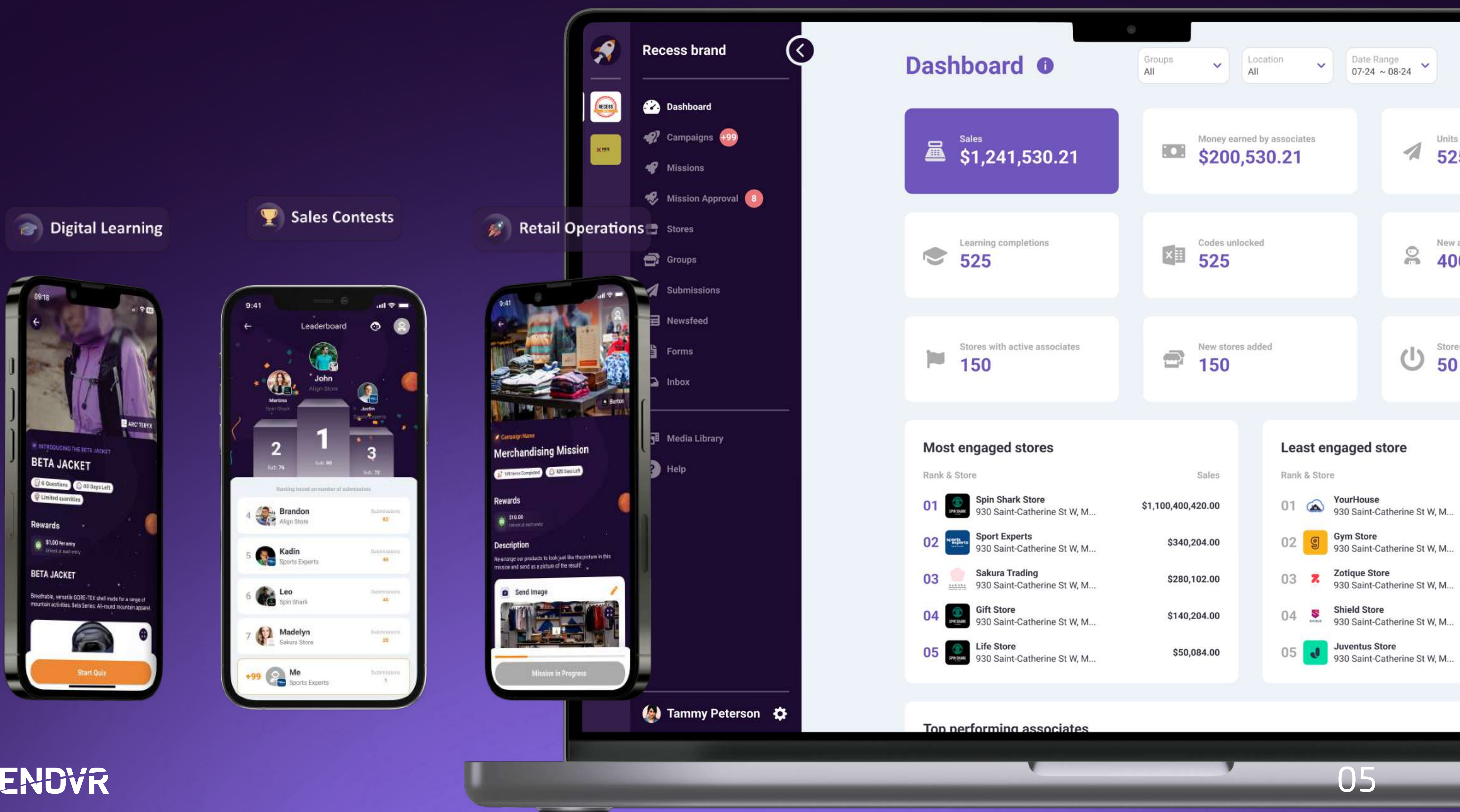
Incentivized sales driving nearly \$100m in revenue

85K

Users in North America, APAC and Europe

15K

Retailer network across North America.



A Trusted Partner for Over 172+ Brands

With a track record of success and innovation, ENDVR has established itself as a cornerstone for brands aiming to revolutionize their approach to retail sales and engagement.



Recognition as an Industry Leader

The effectiveness and innovative approach of ENDVR have not gone unnoticed. It has become a recognized industry leader, earning accolades from **G2.com**, a leading marketplace for business software and services reviews.



“From staff training to sales incentive programs to product launches, ENDVR has proven to be an indispensable tool.”

Nick Castagnoli
Brand Marketing Director @ Group Rossignol



“ There is so much value in the data... You get insight on how your products are selling and you get to reward the staff on the ground who are working hard for you.”

Julianne S
Global Sales Administrator @ K2 Sports



“The best part about ENDVR is feeling like you are right there in stores with the associates. You are able to see what products are doing the best, and what accounts need a little extra love or training”.

Nick Legare
Wholesale Regional Sales Manager @ 100% Eyewear



ENDVR

Join the Revolution with ENDVR

As we move forward into an era where the retail environment is more competitive and challenging than ever, embracing innovative solutions like ENDVR is essential for brands that want to stand out and succeed.

Whether you're looking to enhance product knowledge among your retail employees, foster meaningful brand relationships, or streamline your retail operations, ENDVR offers the tools and support needed to make these goals a reality.

Visit [ENDVR.io](https://endvr.io) now to watch our demo and see how ENDVR can transform your approach to retail.

WATCH A DEMO

