

# TeknoSA Academy: Career Road In Retail

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Chief HR Officer  
TeknoSA, TURKEY

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TeknoSA, TURKEY

# AGENDA



About Sabancı Group  
and Teknosa



TeknoSA Academy



Career Road In Retail



TeknoSA Academy L&D  
Programs & Tools



Results with L&D In Retail

# Where We Are In The World ?



**Turkey is the only country in the world located on two continents, Asia and Europe**

# Sabancı Group: Strategic Business Units

Sabancı Group companies currently operate in 18 countries and market their products in regions across Europe



Having generated significant value and know-how in Turkey

Technology for Everyone



# TeknoSA Corporate Informations

## Our Vision

Our vision is to be a world-class retailer that helps consumers and businesses achieve their goals with the help of our innovative and exclusive products and services.

## Our Value

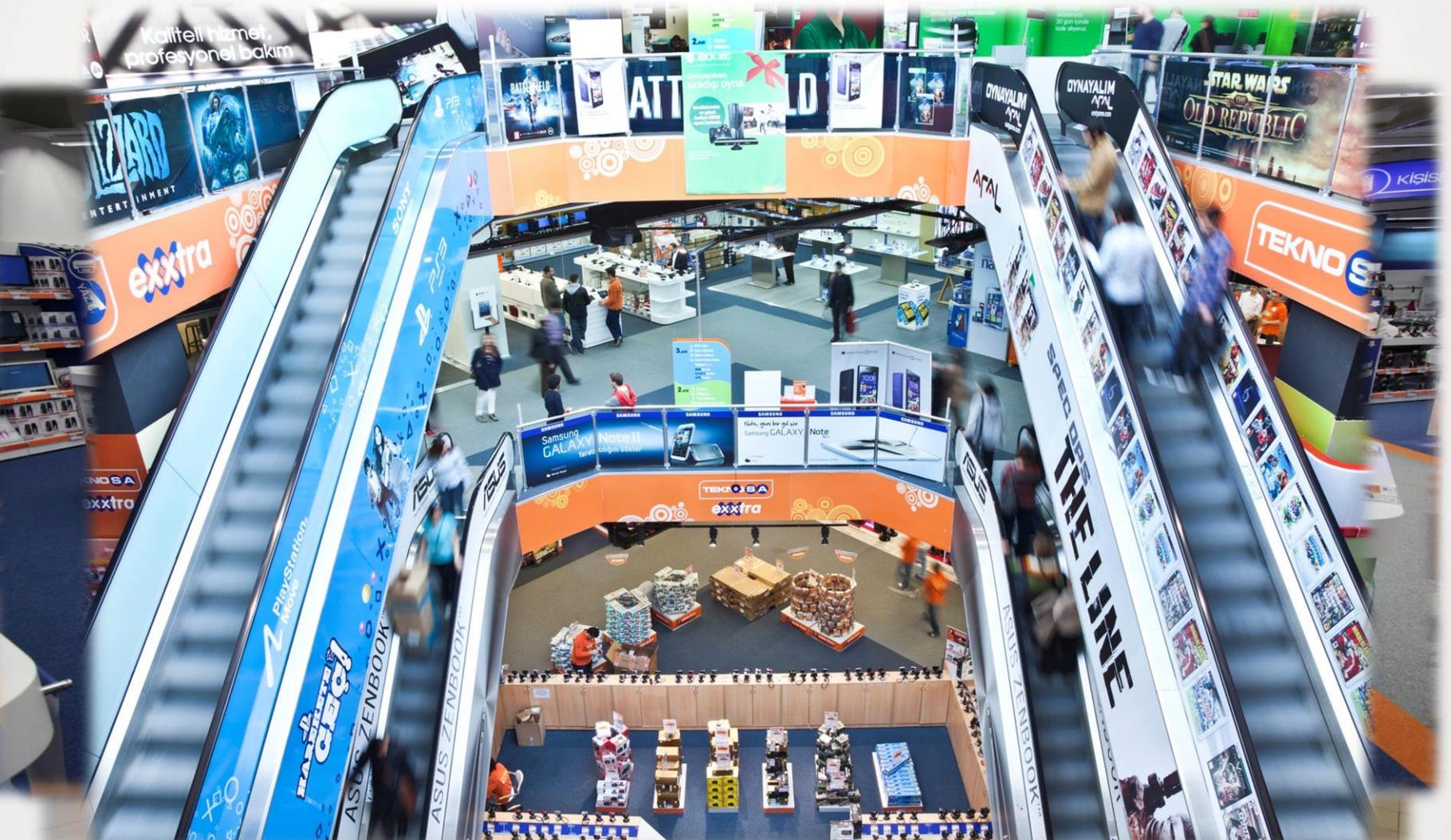
TeknoSA is a young and dynamic company that acts with integrity, focuses on customer satisfaction, and has a passion to learn.



## Our Mission

Our mission is to help our guests by delivering outstanding value, continuous innovation, and an exceptional guest experience.

# Collage With Store



# TeknoSA With Numbers



## Market Share

Teknosa is the market leader with 38% market share in electronics retail



## Net Sales

End of 2013 net sales \$ 1.394 M



More than 3600 employees



## Turnover

Employee Turnover Rate 22,4 % by the end of 2013 one of the least rate in the market



## Visitors

Multiple visitors in stores 134M by end of the 2013



## E-Commerce

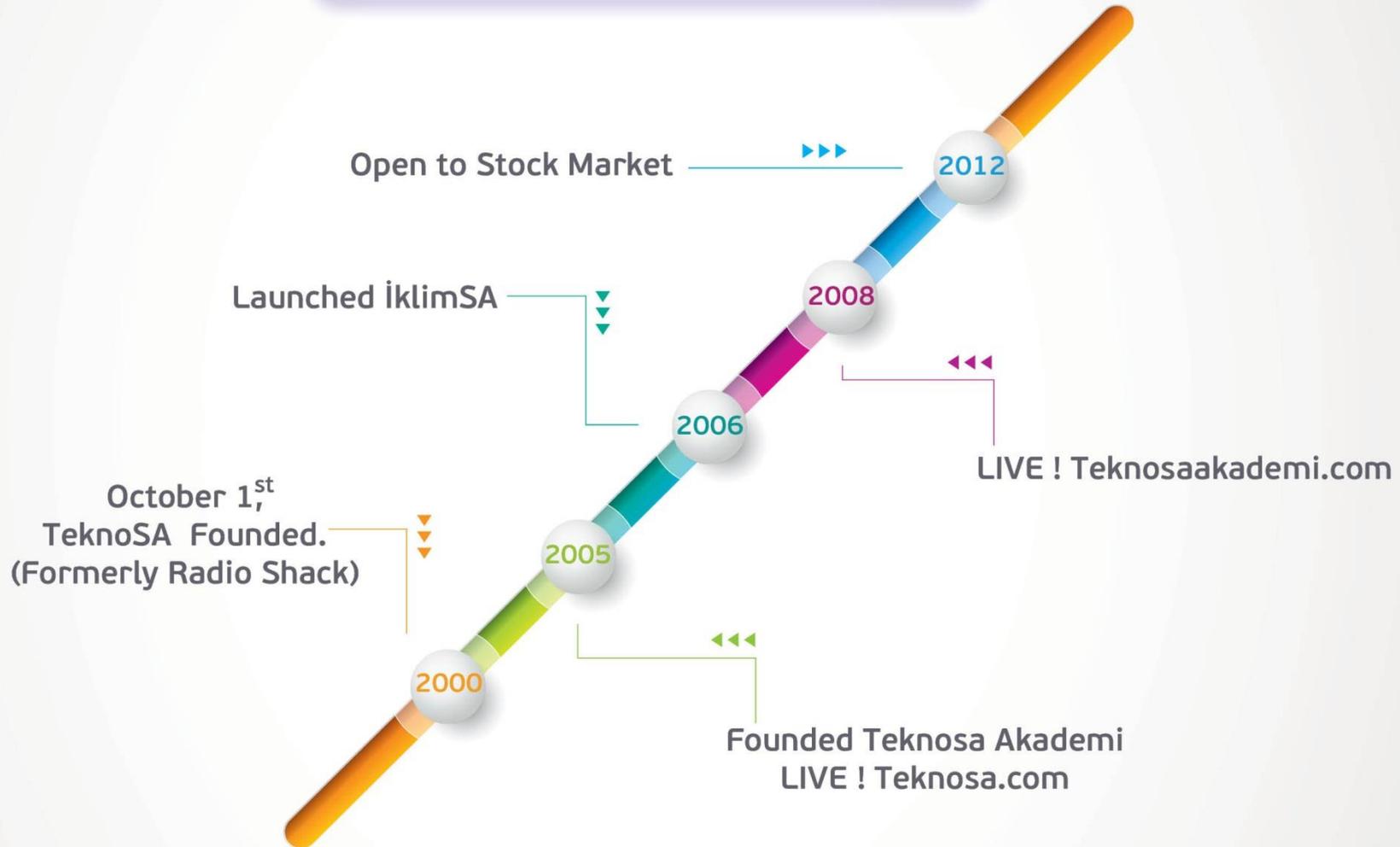
Teknosa.com multiple visitors 17,9 M First quarter of 2014  
Teknosa.com visitors 5 times more than a popular Mall's in montly



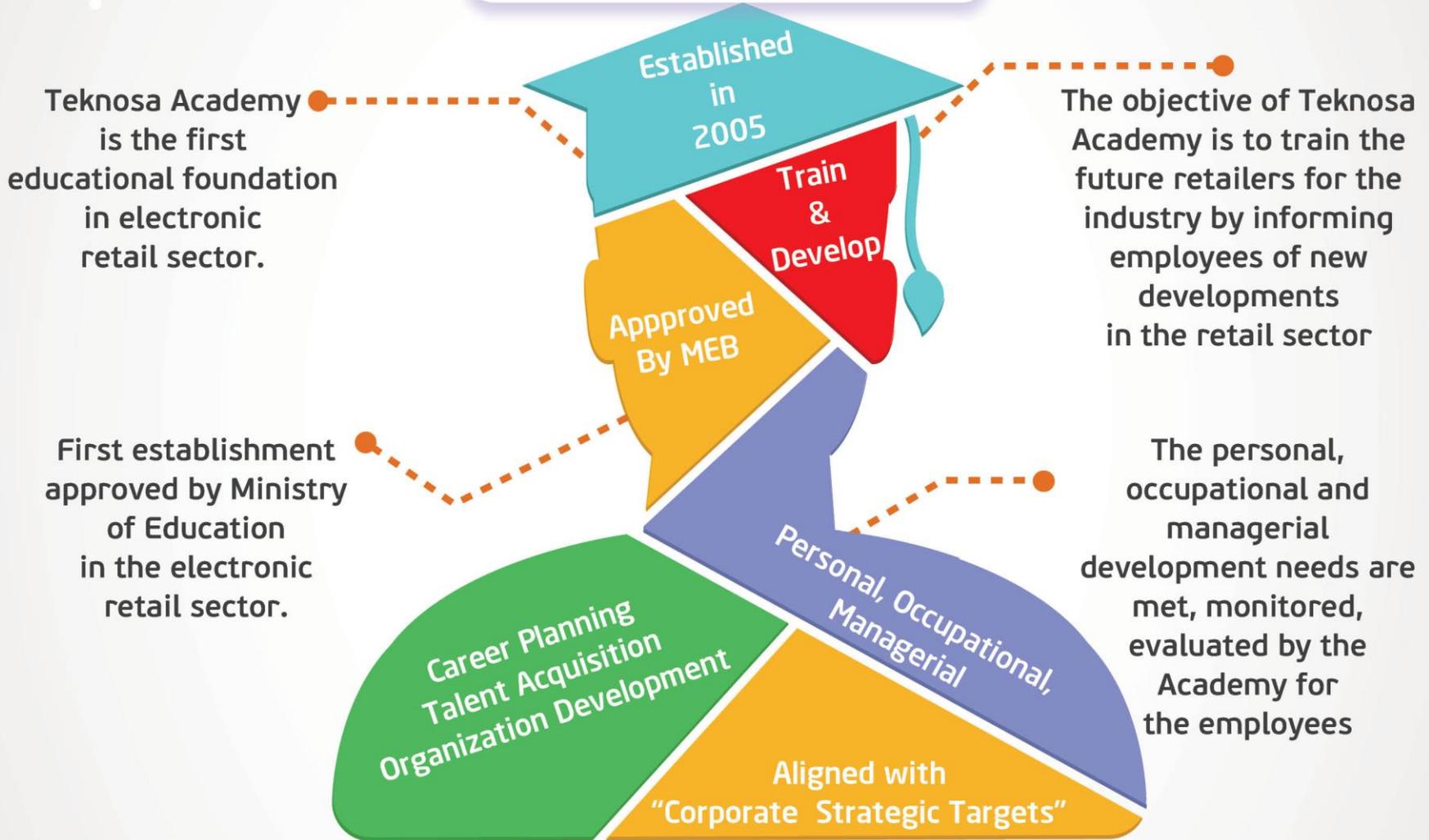
## Net Sales Area

308 Stores, over 180 k M<sup>2</sup>

# Milestones Of TeknoSA



# TeknoSA Academy



# TeknoSA Academy Facts of Figures

30226 employees gone through TeknoSA Academy's L&D programs



Over **10.600** Graduated, certified by approval of Ministry of Education

TeknoSA overall per person per hour **86,76** (11 days)

TeknoSA store employee per person per hour **93,83** (12 days)

 **2** simulation rooms, **1** computer class **9** classes

 **16** Professions Members

 Library with over **1000** multi-sources content

 **134** University students were in Academy (Teknosa Future Talent Program)

 Technological exhibition in the Academy's lobby in an effort to provide a technological experience

**%76**  Occupational

**%13**  Personal Development

**%11**  Managerial



# Career Road in Retail

	01	02	03	04
Measurement & Assessment	Intern/Sales Consultant Operation Staff Customer Service	Sales Consultant Operation Staff Customer Service	Store Manager Store Responsible Operation Manager	Regional Manager Sales Manager Sales Director
Development Plan	DISC Pre-Interview Certification Overall Competency Exam	DISC Manager Pre Candidate Pool Assessment Center Development Centre	DISC Development Center Assessment Center	DISC Development Center 360° Competence Assessment Assessment Center
Method & Tools	Candidate Training Program	Occupational Development Program	MT in Retail Store Responsible Development Prog. Ope. Man. Dev. Pr. Competence Development Guide	Strategic Persuasion to sell your ideas Bus. Simul. Exe. Challenge Man. Dev.Prog.
Method & Tools	Instructor-Led Course E-Learning Web 2.0, Videos E-articles On the job trainings Role plays training Sales Training Product Trainings Occupational Health & Safety Training	Instructor-Led Course E-Learning Videos E-articles On the job trainings Coaching Focus Group	Team Coaching E-Learning Instructor-Led Course Case studies / E-Article Mentoring Coaching	Coaching Workshops Future Forums S.A.L.T. Socialized Power Workshop

# Intern/Sales Consultant Operation Staff, Customer Service

Measurement &  
Assessment

Development  
Plan

Method &  
Tools



DISC  
Pre-Interview  
Certification  
Overall Competency  
Exam

Candidate  
Training  
Program

Instructor-Led Course,  
E-Learning  
Web 2.0, Videos  
E-articles  
On the job trainings  
Role plays training  
Sales Training  
Product Trainings  
Occupational Health &  
Safety Training

This program covers all candidates being chosen as to start working at Teknosa Stores. We include candidates in learning and development programs with various time lines depending on their job definitions. Candidates being recruited for 5 different positions (Sales Consultant, Operation Responsible, Tekno Assistant, Cashier and Depot Responsible) undergo their store apprenticeship for observing working conditions and completing orientation period.

# Sales Consultant, Operation Staff, Customer Service

Measurement & Assessment

Development Plan

Method & Tools



DISC  
Manager Pre  
Candidate Pool  
Assessment Center  
Development Centre

Occupational  
Development  
Program

Instructor-Led  
Course  
E-Learning  
Videos  
E-articles  
On the job trainings  
Coaching  
Focus Group

This program is designed for 5 different positions applicable in Teknosa Stores. The program consists of advanced level of trainings being given in the first module. In addition to these, the program includes such trainings as “Basic Management Skills, Work Law for Management, Teamwork, Emotional Intelligence, Focusing on Powerful Sides, Resolving Conflicts, Personal Image and Stress Management, Perfect Customer Service for Cashiers, Post-Sales Services and Customer Satisfaction, Customer Oriented Service Approach and Social Behavior Styles” in order to develop management skills.

# Store Manager Store Responsible Operation Manager

Measurement &  
Assessment

Development  
Plan

Method &  
Tools



DISC  
Development Centre  
Assessment Center

MT in Retail  
Store Responsible  
Development Program  
Ope. Man. Development  
Program, Competence  
Development Guide

Strategic Persuasion  
to sell your ideas  
Business Simulation  
Executive Challenge  
Man.Dev. Program

There are 4 different positions within Store Management Team depending on job definitions and scopes, which are: Store Responsible, Operation Manager, Department Manager and Store Manager. An Assessment Center application is followed for all these positions except for Store Responsible. Employees receive some coaching and leadership trainings in this module. At this stage we apply different training such as "On-site Training Techniques and Coaching, Leader as a Coach, Team Coaching, Motivation Management.

# Regional Manager, Sales Manager, Sales Director

Measurement &  
Assessment

Development  
Plan

Method &  
Tools



DISC  
Development Center  
360° Competence  
Assessment  
Assessment Center

Strategic Persuasion  
to sell your ideas  
Business Simulation  
Executive Challenge  
Managerial  
Development  
Program

Coaching Workshops  
Future Forums  
"SALT  
Sabancı University  
Leadership  
Training"  
Socialized Power  
Workshop

Such different leadership development and certification programs are covered in the 4th Module which includes mid-level and senior level managers as "Management Skills, Integrated Marketing (Digital Marketing), Reading Financial Parameters, Effective Presentation at Public, Reading Digital Details, Managing all Generations, Strategic Negotiations, Managing Future, Developing Strategies and Executive MBA. There is an additional module focusing on the development needs of CEO too.

# Learning Tools



# Collage With Digital Sources

TEKNO SA

Bilgisayar Eğitimi  
Anakart

Now!  
Learning on  
Mobile

15:58 %75

## Eğitimlerim

Mobil Eğitimler Tüm Eğitimler

**Matt Church - Üç Seviyede...**  
Kalan süre: > 2 ay

**Laura Stack - Önemsizlerde...**  
Kalan süre: > 2 ay

**Jason Jeffay - Performans...**  
Kalan süre: > 2 ay

**Rick Warren - Alçak Gövüll...**  
Kalan süre: > 2 ay

Eğitimlerim Katalog Gruplarım En İyiler Fazlası

15:58 %75

## Katalog

Tüm PDF'ler

LDC 99

Mehmet Auf Video Kol...

PodCast Koleksiyonu

Eğitimlerim Katalog Gruplarım En İyiler Fazlası



es Force  
Mall Of İstanbul



nosa

endi

# Results With L&D In Retail



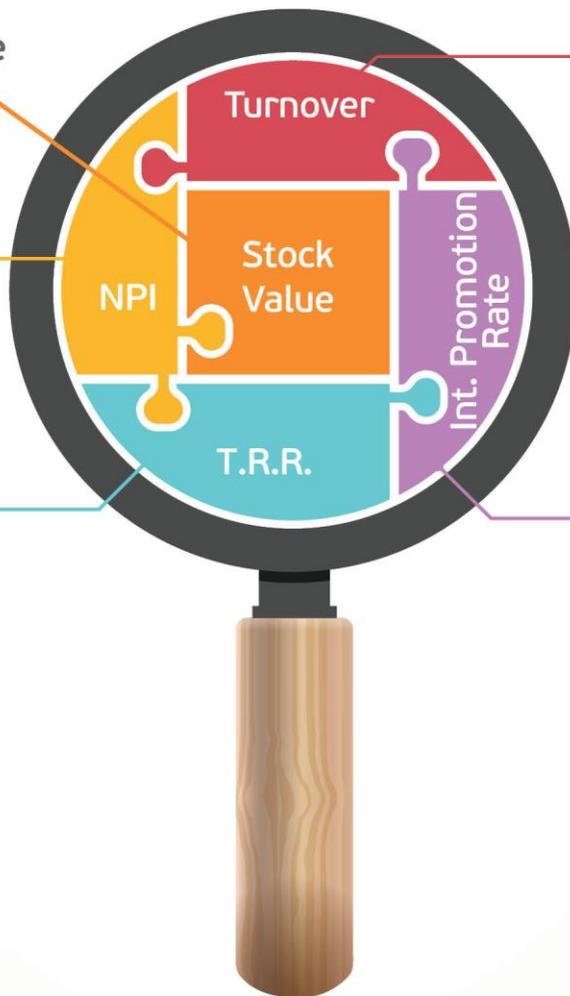
Had a relative performance over 42% in 2013



From 18% in 2012 To 25% in 2013



From 102% in 2012 To 107% in 2013



From 47,52 in 2005 To 22,04 in 2013



98% of the 457 store managers are selected from the sales consultants

## About Company



Teknosa Head Quarters  
Teknosa Plaza, Batman St.No: 18  
Sahrayicedit/ Istanbul,  
34734

## Our Team



Revna Besler, Chief HR Officer  
Sema Coşkun, L&D Tech. Chief  
Hüseyin Kılıç, Training Chief

## Sources



[www.teknosaakademi.com](http://www.teknosaakademi.com)  
[linkedin/Arzu Sarıkayalar](#)

## Contacts



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Thank  
You!





## ATD's BEST Webcast Series Schedule:

- [Measuring Talent Development at Valvoline Instant Oil Change](#)  
November 14, 2014, 2:00 p.m. EST
- [WNS Global Services – Business Goals and L&D Initiatives](#)  
December 1, 2014, 9:00 a.m. EST