

Red Wing Shoe University

Training for Store Owners/Operators



Timing	Training prior to taking store ownership	Cost to Investor	Supporting Resources
Week 1	Spend one week in a local Red Wing Shoe Store with your Area Retail Manager (ARM) for hands-on training. TRAINING FOCUS: Day-to-day operations, selling, customer service, etc.	Travel	Training Materials
Week 2	Visit Red Wing Shoe Company in Red Wing, Minnesota for training and time with business support teams. You will also tour our manufacturing facilities to help you understand the processes, technology and craftsmanship involved in manufacturing and shipping Red Wing Shoe Company products. TRAINING FOCUS: Understanding RIMS reporting (cash flow, business operations and inventory management). Overview of brands, products, customer service and store standards.	Travel	Corporate Departments
Week 3	Spend a second week in a local Red Wing Shoe Store with your Area Retail Manager (ARM) and/or other dealer for hands-on training and application of previous learnings. TRAINING FOCUS: Continuing operations, selling, fitting, customer service, etc.	Travel	Training Materials
Week 4	Spend two days with your Region Operations Manager (ROM) in local Red Wing Shoe Store for further RIMS training. TRAINING FOCUS: All aspects of system operation and reporting. Spend one or two days of dedicated travel with an Industrial Sales Manager (ISM) to participate in major account calls to see the Mobile Shoe Store in action. TRAINING FOCUS: Understanding the operations of a Mobile Shoe Store program.	No Cost	ROM and Training Materials ISM and Truck Visits
Week 5	Spend three to five days with your Territory Sales Manager (TSM) traveling your market. TRAINING FOCUS: Understanding the competition, learning about products, refining selling skills and surveying the marketplace.	No Cost	TSM and Training Materials
Training after taking store ownership			
First 1-6 months	Complete your Red Wing Shoes University (Shoe-U) training modules. TRAINING FOCUS: Company history, proper fitting, product knowledge, customer service, selling skills, standard operating procedures (SOP).	No Cost	ROM and Internet
First 1-6 months	Spend two days during each of the first three months of operation working with your Regional Operations Manager (ROM) to review financials and participate in a hands-on review of your business operations. TRAINING FOCUS: Hands-on experience.	No Cost	ROM and Training Materials
First 1-6 months	Participate in the Mentor Program by partnering with a neighboring Store Manager in your market. TRAINING FOCUS: On-going help and day-to-day support.	No Cost	ROM - SM