



206 The Plaza  
Teaneck, New Jersey 07666  
(Phone) 201.833.8400  
(Fax) 201.837.7988

## **Retailers May Have Found the Silver Bullet; Chains Cite Dramatic Performance Increases**

Teaneck, NJ *February 2010* - A privately held New Jersey company has raised eyebrows and dropped jaws at the headquarters of several large retail chains. Art Suriano, The TSi Company's CEO, founder and inventor of its proprietary "LTraining®" programs, refers to some of his satisfied customers—among them, Casual Male, Hickory Farms, Village Pantry and Pamida. In these times of tight margins, sluggish customer traffic and tough survival, retailers may have found the silver bullet. The companies that have engaged The TSi Company have cut their costs by outsourcing the training function, while experiencing substantial improvements in their conversion rates.

Suriano explains the reason for their high level of success. "We've improved operating efficiency because employees learn faster and retain more; we've improved employee performance because of improved customer interaction and a reduction in mistakes; and we've increased our clients' overall productivity because our programs don't require other staff members to train their employees. In some cases, vendors have even paid for the programs, vastly reducing the retail chains' costs."

Perhaps most remarkable, The TSi Company's programs have resulted in employees retaining on average, 90% of the material in a single session, notes Ray Radleigh, a senior staff member. To date, The TSi Company estimates well over two million "graduates" have gone through its LTraining® programs in less than a decade. Perhaps the company's clients express it best.

Dennis Hernreich, COO of Casual Male hired The TSi Company to help them capture the smaller sized segment of the big and tall market for the retailer's 500 stores. They had previously handled training in-house, but felt they missed the mark. Instead, they decided to outsource, and let The TSi Company conduct its LTraining® program. Hernreich feels the programs have "Proven a very effective form of delivery. We have made progress in moving the sales culture ahead in our stores."

Mick Parker, CEO of the Indianapolis-based Village Pantry convenience store chain, needed an economical solution. He describes The TSi Company's LTraining® as "More sophisticated and effective than paper manuals and more effective than traditional computer-based training." After implementing the program, Parker characterized the results as "Far and away the best training" he had ever seen. Retailers such as Spencer Gifts and Petco also gave The TSi Company's programs rave reviews.

---

So, what makes these proprietary programs work so well? Suriano elaborates:

"LTraining® utilizes a learning by doing methodology. We've perfected a system that works by a combination of both methodology and content. It combines auditory, visual, tactile and kinesthetic learning styles into one program, maximizing single session retention. With LTraining®, your employees learn in their work environment, which results in immediate on-the-job transfer of skills."

Suriano has worked with a broad range of retailers for over twenty-five years, helping them optimize their performance. He previously ran an advertising agency and later became involved in producing in-store radio programs when a client asked him if he could develop and produce an employee training program. Suriano's staff members characterize him as an expert in customer relations, with a focus on understanding the customer experience and its impact on retail success.

Notably, The TSi Company's LTraining® programs work across industry lines. Fifteen years of field development and experience have yielded programs that have achieved success with a wide range of retailers. Both local and national press have picked up on The TSi Company's success. Articles have appeared in Retailing Today, NRF Stores, Convenience Store News and "The Record" of Hackensack, NJ.

Visit: [\*\*www.TheTSiCompany.com\*\*](http://www.TheTSiCompany.com)

###

## CONTACT:

---

The TSi Company  
www.thetsicompany.com  
T: (201) 833-8400  
F: (201)-833-8400