



OUR TRAINING
2021/2022

WHAT IS THE ACADEMY?

The Academy is the fruit of 40 years' experience of the world of Sidas.

We are now taking things even further by sharing all our experience with you through our network, which brings together the world's leading experts in their respective specialist areas.

The Academy is not just about feet: it's a strategic partner for your business.



Inform & recommend

The Academy's primary mission is to inform everybody in a retail environment about the latest developments relating to everything feet, sports, footwear and associated medical conditions, and to educate and instruct about existing state-of-the-art solutions and technologies.



Train & Certify

In addition to the training we have now been delivering for 40 years, follow-up support has become the new area of focus for growth and development. The certificates awarded have genuine value as a demonstration of skill and competence.



Animate & Share

Our team of experts and consultants can place all their experience and expertise at the disposal of your business

WHO CAN TRAIN?

- SELLERS
- BOOTFITTERS
- BUYERS
- MANAGERS
- OWNERS
- BRANDS



MORE

CUSTOMER SATISFACTION

DIFFERENTIATION WITH COMPETITORS

ADDITIONAL TURNOVER

INCREASE IN THE AVERAGE BASKET

LESS

PRODUCT RETURNS

LOST SALES

PRICE COMPETITION

PROMOTIONS, SALES, DISCOUNTS...

OUR EXPERTS



Julian Mills

Started Bootfitting

1985

Experience

R&D Racing depart. Salomon / Founder of the Lange Bootfitting University.



Dion Taylor

Experience

Sports Retail Specialist
Ex- CEO of the Snow+Rock Group for 27 years / Ex-director of Icebreaker® Europe.



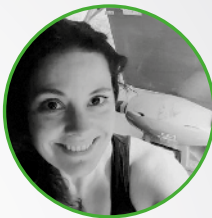
Martin Driscoll

Started Bootfitting

2004

Experience

Work with professional athletes and celebrities/ UK Academy manager.



Alex Goldsmith

Started Bootfitting

2003

Experience

Bootfitter at Snow and Rock, The skiers lounge, A step at a time Sports Biomechanics.



Laurent Tacussel

Started Bootfitting

2006

Experience

Bootfitter at Lange / Rossignol, Footworks Sidas product manager.





THE ACADEMY BOARD

The Academy board brings together all of our experts, the ones who have determined our medium and long-term strategy here at The Sidas Academy. Their combined skills and expertise give the Board a comprehensive approach that's in keeping with the Academy's three primary missions.

THE BOARD MEMBERS



**Dr LUTZ
GRAUMANN**

Specialist in sports medicine and nutrition as well as manual therapy. With the Sidas Academy, he can share his broad international experience with body analysis to improve patients' mobility.



**Dr MICHEL
MAESTRO**

He is a surgeon specialising in foot and ankle orthopedic. His goal as part of the Academy is to expand knowledge about the foot for the general public, specifically by using new technology.



**JEAN-JACQUES
RIVET**

Expert in foot biomechanics, he is the founder of Biomechaswing and works for instance, at the innovation department at Under Armour, to help optimize athletic performance. His presence at the Academy gives him an opportunity to new ways of learning about how the body works.



**DION
TAYLOR**

Dion is the former CEO of Snow and Rock. where he worked for over 30 years. With his deep commitment to professional training, he wants to make training available to as many people as possible, thanks to the Academy.



BUSINESS ANALYSIS

AUDIT

The Academy helps you take a step back!

Our independent experts are at your disposal to analyse your business, whether in your shoe department or your entire business on one or more specific aspects.

The main objective of this audit will be to bring you a new perspective and to provide you with recommendations in order to boost your profitability.

There are 3 types of audits:

SPEED AUDIT

Directed by one of our video consultants or by phone. 20 minutes of discussion will be enough to find solutions to improve your shoe department.

PRICE

Free

EXPERT AUDIT

A retail expert will spend half a day in your store to investigate the concerned department, the work team and assess your key performance indicators (KPIs).

This study will allow you to set objectives and fix a strategy to achieve them.

PRICE

£600

ADVANCED AUDIT

Independent and objective specialists will analyse your store to find the way to boost your added value.

- Merchandising
- Management
- Outdoor
- Running
- Ski.

PRICE

£1600



Training your team, providing personal support and validating your expertise have always been of the utmost importance to us: this is key to customer satisfaction.

Eager to tailor our products and services to match your expectations, next autumn the SIDAS ACADEMY will begin providing new RUNNING training. Hosted by a foot specialist, the training day will blend theory, product testing and sales techniques. Beyond simply providing essential technical knowledge regarding feet and shoes, the training day will also allow you:

- To promote your image as a specialist,
- To retain customers through a technical and personalised service that is not available via the web,
- To boost sales of running shoes and accessories.



ORANGE

BIOMECHANICS AND ANALYSIS

- Active and static foot analysis
- Measurement, shape and volume
- Biomechanical concepts

ESSENTIAL COMPONENTS FOR COMFORT

- Insoles
- Socks
- Accessories

SHOES

- Construction, different materials and concepts
- Technical and beneficial characteristics

PRICE	£80 per trainee
DURATION	One day
INCLUDED	1 pair of moulded insoles + 1 E-learning access

RED

BIOMECHANICS AND ANALYSIS

- Active and digital foot analysis
- MVPG method (Movement, Volume, Pressure, Gait)
- Advanced biomechanical concepts

ESSENTIAL COMPONENTS FOR COMFORT

- Insoles
- Socks
- Accessories

SHOES

- Innovations and concepts
- Technical and beneficial characteristics

PRICE	£80 per trainee
DURATION	One day
INCLUDED	1 pair of moulded insoles + 1 E-learning access

In order to bring solutions in every domains to you, the Sidas Academy has developed the Outdoor training, so that you can improve your expertise and your skills in the Outdoor sports.

During this one-day training, our shoefitting trainers will share with you all the key knowledge and technical elements that are required to develop you activity and to be focused on your customer satisfaction. Beyond simply providing essential technical knowledge regarding feet and shoes, the training day will also allow you:

- To promote your image as a specialist,
- To retain customers through a technical and personalised service that is not available via the web,
- To boost sales of running shoes and accessories.



ORANGE

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Sidas training modules provide you with expertise in 3 fundamental areas: knowledge, know-how and interpersonal skills.

KNOWLEDGE: having knowledge of feet, footwear (for skiing, running, outdoor activities etc.), and the sale of shoes and other accessories.

KNOW-HOW: learning about, practising and knowing about boot-fitting, and the insole moulding processes.

INTERPERSONAL SKILLS: knowing the available options and being able to recommend products that are most suited to the customer and their needs.

SKI TRAINING

This training is designed for stores offering moulded insole solutions, customised insole, injected or thermoformed liner, and shell modification solutions.

FOOT ANATOMY: CONNAISSANCES (10%)

- Foot biomechanics and morphotypes (movement pressure/volume) using a podoscope.
- Analysis using mechanical and digital tools.

BOOT ANATOMY: (10%)

- The boot and extended modification areas.
- Tools to be used according to needs.

SHOE SALE TRAINING: (10%)

- Elemental bootfitting steps

TRAINING : (50%)

- Customised insole moulding
- Stabilisation and rearfoot reinforcement
- Injected liner
- Modification tools

PROBLEMS/SOLUTIONS: (20%)

Included provision

- 1 e-learning training access
 - 2 customised insoles+stab
- 1 pair of socks
 - 1 bootfitting book

PRICE

£80

DURATION

1 day





SOLUTION

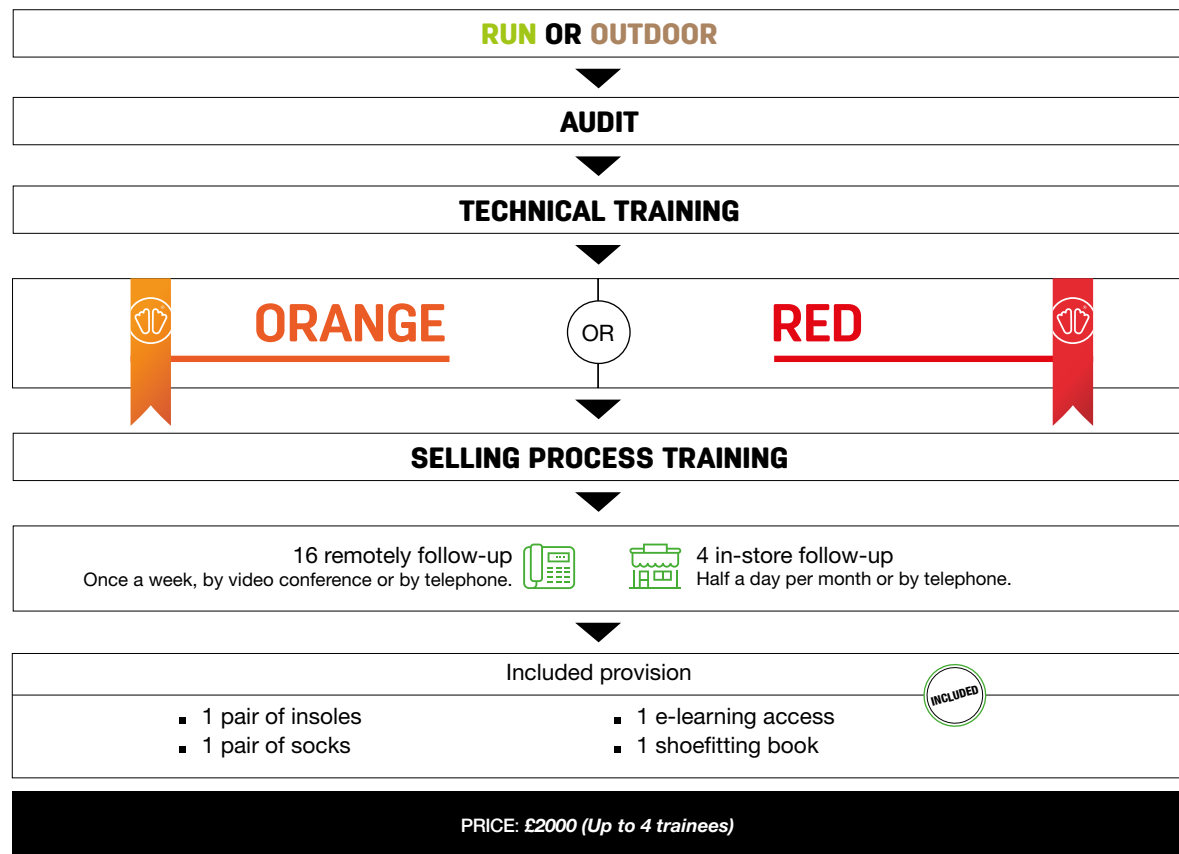
FIT PROTOCOL RUN & OUTDOOR

In addition to the general Sidas Academy training modules that provide you with technical knowledge, we launched our Fit Protocol training with telephone and in-store follow-up.

For 40 years our know-how, expertise for training and retailers 'follow-up' has helped us to create a protocol that guarantees the best experience for consumers, brands and retailers.

A win-win-win process between consumers, retailers and brands.

- **CONSUMERS:** feel great because they have well fitted shoes.
- **RETAILERS:** follow a specific protocol (for which they have been trained) to engage with a client and make the sale.
- **BRANDS:** are glad that retailers sell their products correctly, responding to consumer needs.



OBJECTIVES...

- INCREASE YOUR CONVERSION RATE
- INCREASE CUSTOMER SATISFACTION THROUGH CLEAR MERCHANDISING
- RETAIN CUSTOMERS AND SALES STAFF
- OBTAIN RECOGNISED CERTIFICATION





SOLUTION

FIT PROTOCOL SKI

Since the launch of the Sidas Fit Protocol ski we have seen success stories from around the globe with every fit protocol partner.

Not only an Increase in insole sales by up to 40% but also less returns and more repeat custom.

Our independent UK experts can audit your bootroom and business, provide training, follow up with staff on a regular weekly basis and help to increase your turnover. A win-win process between consumers, retailers and brands.

AUDIT

TECHNICAL SKI TRAINING

SELLING PROCESS TRAINING

16 remotely follow-up
Once a week, by video conference or by telephone.



4 in-store follow-up
Half a day per month or by telephone.

Included provision

+

- 2 pairs of customised insoles
- 1 injected liner
- 1 e-learning access
- 1 bootfitting book



PRICE: £2000 (Up to 4 trainees)



TRAINING

SELLING PROCESS

In order to give you all the possible solutions to provide an unforgettable customer experience, the Academy has developed the Sales Process training course for you. Discover every steps of the selling process thanks to our sepcialists,

from welcoming your customer, to the end of the sale. Practical and theoretical knowledge, the behavior to adopt or even mistakes to avoid will be exposed to you during this training.

PROGRAM

The idea is the same, but there are 3 different training options
SKI/OUTDOOR/RUN



SALES PROCESS

- The different steps of a sale
- Customer experience, satisfaction, customer loyalty
- Continuous improvement

BUSINESS CASES

- Examples of stores that have implemented a selling process
- The results

WORKSHOPS

- Role playing
- Handling objections

PRICE: POA

OBJECTIVES...

TO INCREASE IN THE
AVERAGE BASKET

IMPROVE YOUR CUSTOMER
SATISFACTION AND
EXPERIENCE

TO BRING DIFFERENTIATION
WITH COMPETITORS AND
INTERNET



TRAINING E-LEARNING

The Sidas Academy has developped E-learning trainings specifically for you. This remotely program will give the opportunity to learn or revise at home or in your store. Here you can find the different programs available, at the price of £80 per trainee.

Find out all these digital trainings on our website: www.sidas-academy.com



OUTDOOR TRAINING

FOR WHO?

The technical advisor in store wanting to learn the technical basics of shoe fitting and sales.

DURATION

45 minutes – 1 hour

KNOWLEDGE AND SKILLS DEVELOPED

- Anatomy and biomechanics of the foot
- Gait analysis
- The basics of shoe fitting
- The essential components of comfort and performance
- Shoe
- Sole
- Sock
- Complementary solution
- Sale of the shoe fitting solution adapted to each client

PRICE

£80 per trainee



RUNNING TRAINING

FOR WHO?

The technical advisor in store wanting to learn the technical basics of shoe fitting and sales.

DURATION

45 minutes – 1 hour

KNOWLEDGE AND SKILLS DEVELOPED

- Anatomy and biomechanics of the foot
- Gait analysis
- The basics of shoe fitting
- The essential components of comfort and performance
- Shoe
- Sole
- Sock
- Complementary solution
- Sale of the shoe fitting solution adapted to each client

PRICE

£80 per trainee



SKI TRAINING

FOR WHO ?

The bootfitter who wants to improve his knowledge in anatomy and biomechanics of the foot and learn to mold an injected liner.

DURATION

About 1h30

KNOWLEDGE AND SKILLS DEVELOPED

- Anatomy and biomechanics of the foot
- Foot analysis
- The essential components of comfort and performance
- Ski boot
- Sock
- Liner
- Thermoregulation
- Thermoregulation

BOOTFITTING TECHNICS

- Mold a custom sole
- Mold a 100% thermoformable liner
- Deform the boot shell
- Mold an injected liner
- Sale of the boot fitting solution adapted to each client

PRICE

£80 per trainee

TRAINING MASTERCLASS

You want to make the most of effective trainings for you or for your team with some remotely solutions ? Our Bronze, Silver, Gold and VIP packs are made for you!

BRONZE PACK

- 1 access to our e-learning platform (exam and certification)
- 1 access to our video training: Method and selling process
- 1 workbook

SILVER PACK

- 1 access to our e-learning platform (exam and certification)
- 1 access to our video training: Method and selling process
- 1 workbook
- 1 training pack (1 insole, 1 liner)
- 1 access to a video conference with one of our experts

GOLD PACK

- 1 access to our e-learning platform (exam and certification)
- 1 access to our video training: Method and selling process
- 1 workbook
- 1 training pack (1 insole, 1 liner)
- 1 access to a video conference with one of our experts
- A half-day instore follow-up with one of our experts

★ VIP PACK ★

- 1 access to our e-learning platform (exam and certification)
- 1 access to our video training: Method and selling process
- 1 workbook
- 1 training pack (1 insole, 1 liner)
- A half-day instore follow-up with one of our experts
- two-day training in our base-camp in France with one of our experts

PRICE: Available on demand

AVAILABLE IN RUNNING, OUTDOOR AND SKI

TRAINING SMU TRAINING

Are you interested in our training modules but would like them to take place according to your needs? In your own store? On dates other than those offered by our teams? Then our “customisable” training modules are for you.

You can construct a training module for your team using all of the product and boot-fitting solutions found below. It can take place over 1 or 2 days, at a location of your choice, and whenever suits you best.

ANALYSIS

INSOLES

BOOTFITTING

INNERBOOTS THERMOFORMABLE

INNERBOOTS INJECTED

WARMTH SOLUTIONS

RACING

LINER MODIFICATIONS

SOCKS

PRICE

Contact our sales department or your representative to agree the location, date and cost.



SIDAS SPORT FRANCE - BUILDING D

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38590 Saint-Etienne-de-Saint-Geoirs

Latitude : 45.3520189
Longitude : 5.57151959



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know all the news!



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www.sidas-academy.com