



*Sharing
expertise™*



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 out 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 skills and competences.



Animate & Share

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

MORE

CUSTOMER
SATISFACTION

DIFFERENTIATION
WITH
COMPETITORS

ADDITIONAL
TURNOVER

INCREASE IN THE
AVERAGE BASKET

LESS

PRODUCT RETURNS

LOST SALES

PRICE COMPETITION

PROMOTIONS,
SALES,
DISCOUNTS...

WHO CAN TRAIN?

- . **SELLERS**
- . **BOOTFITTERS**
- . **BUYERS**
- . **MANAGERS**
- . **OWNERS**
- . **BRANDS**



OUR EXPERTS



Corey CHAMPAGNE

Started bootfitting
2006

Experience

- 2014 Tahoe Sports Hub
- 2016 Pedorthic Dept. Director
- ABC Certified Pedorthist
- RMPI graduate Salomon Sport Science group



Ryan FRAY

Started bootfitting
2000

Experience

- Hardgoods Manager | ColeSport in Park City
- Boot reviews for Ski Magazine
- R & D with several boot companies



Bryan FOLEY

Started bootfitting
1996

Experience

- National Ski Patrol member
- Degree in Orthotic technology
- Adaptive Ski Instructor



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 highly specialized foot and ankle orthopedic surgeon. 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 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 analyze 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, this 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

FEET AND ITS 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	\$200 per trainee
DURATION	One day
INCLUDED	1 pair of moulded insoles + 1 E-learning access

RED

FEET AND ITS ANALYSIS

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

ESSENTIAL COMPONENTS FOR COMFORT

- Insoles
- Socks
- Accessories

SHOES

- Typology and concepts
- Technical and beneficial characteristics

PRICE	\$200 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 outdoor shoes and accessories.



ORANGE

FEET AND ITS 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	\$200 per trainee
DURATION	One day
INCLUDED	1 pair of moulded insoles + 1 E-learning access

RED

FEET AND ITS ANALYSIS

- Active and digital foot analysis
- MVPG methode (Movement, Volume, Pressure, Gait)
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ESSENTIAL COMPONENTS FOR COMFORT

- Insoles
- Socks
- Accessories

SHOES

- Typology and concepts
- Technical and beneficial characteristics

PRICE	\$200 per trainee
DURATION	One day
INCLUDED	1 pair of moulded insoles + 1 E-learning access



SOLUTIONS

FIT PROTOCOL RUN, OUTDOOR & SKI

The Sidas Academy has developed the Fit Protocol solutions, to help you to increase your business in a overall way, and to make the most of our experts accompanying.

The Fit Protocol will give you technical and strategical knowledge, shared by our specialists while giving you a regular follow-up, in your store or by phone.

This program will be adapted to your running or outdoor shop, to assure you the objectives set by one of our retail experts during the Audit.

The Run, Outdoor and Ski programs are the same. However, the content is specialized to each domains and it's available in different levels.



SUPPORT AND FOLLOW-UP

Throughout the season, a foot advisor supports the learner in ensuring sales targets are reached.



PROTOCOL

Learning the protocol is a way of guaranteeing increased sales and greater levels of satisfaction for your customers.



CUSTOMERS

Throughout the seller's expertise, a differentiating experience can be developed. The customer is left completely satisfied with their purchase.



STORES

The Fit Protocol enables you to increase your revenue, increase customer loyalty and differentiate yourself from online retailers.



BRANDS

Their products are sold correctly, properly meeting the consumer's needs and requirements and increasing customer satisfaction.



OBJECTIVES...

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





TRAINING

E-LEARNING

The Sidas Academy has developed for you the E-learning trainings. 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 \$70 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

\$70 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

\$70 per trainee



SKI TRAINING ORANGE

FOR WHO ?

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

DURATION

45 minutes – 1 hour

KNOWLEDGE AND SKILLS DEVELOPED

- Anatomy and biomechanics of the foot
- Foot analysis
- The basics of Boot fitting
- The essential components of comfort and performance
- Ski boot
- Preformed soles
- Sock
- Thermoregulation
- Boot fitting services

BOOTFITTING TECHNICS

- Sale of the boot fitting solution adapted to each client

PRICE

\$70 per trainee



SKI TRAINING RED

FOR WHO ?

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

DURATION

About 1 hour

KNOWLEDGE AND SKILLS DEVELOPED

- Anatomy and biomechanics of the foot
- Foot analysis
- The essential components of comfort and performance
- Ski boot
- Custom insoles
- Sock
- Liner
- Thermoregulation
- Boot fitting services

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

\$70 per trainee



SKI TRAINING BLACK

FOR WHO ?

The boot fitter 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

BOOTFITTING TECHNICS

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

PRICE

\$70 per trainee



TRAINING

SELLING PROCESS

In order to give you all the possible keys to provide an unforgettable customer experience, the Academy has developed the Sales Process training course for you. Discover all each steps of the selling process thanks to our specialists, 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 program is the same, but there are 3 different trainings
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

OBJECTIVES...

TO INCREASE IN THE
AVERAGE BASKET

IMPROVE YOUR CUSTOMER
SATISFACTION AND
EXPERIENCE

TO BRING DIFFERENTIATION
WITH COMPETITORS AND
INTERNET



TRAINING

MASTERCLASS

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

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.



TRAINING

FOOTLAB

The Sidas Academy has decided to go the informal route and bring the Academy to your shop! We'll bring the 20' custom boot fitting trailer, the tools and the knowledge and you bring the quandries and quizzical questions.



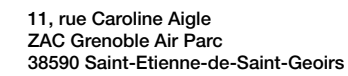
MOBILE SIDAS ACADEMY

- One day academy: \$500-\$1000 depending on group size and training needs.
- 4-15 people, 6-7 hours of instruction.
- Customized training agenda to meet the specific needs of that store utilizing our new 20ft training stage trailer (if available).





NOTES



Latitude : 45.3520189
Longitude : 5.57151959





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