



TRAINING
2022

WHAT IS THE ACADEMY?

The Academy is the fruit of 46 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 skills and competences.



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



Corey CHAMPAGNE

Started bootfitting

2006

Experience

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



Hubert Immler

Experience

- World Cup Race Service and Race Boot development, Head of Alpine Boot Development at the German Ski Federation.



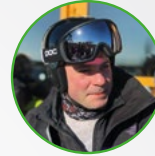
Julian Mills

Started bootfitting

1985

Experience

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



Magnus Woernert

Experience

- Owner of Alpin garaget Sweden Fitting from Worlcup Racing to regular Skier Trainer for Insoles , Bootfitting and Skiboots.



Laurent Tacussel

Started bootfitting

2006

Experience

- Bootfitter at Lange / Rossignol, FootworksSidas product manager.



Martin Driscoll

Started bootfitting

2004

Experience

- Work with professional athletes and celebrities/UK Academy manager.



Martin Kirmair

Experience

- Head of DACH training at the SIDAS Academy
- More than 20 years of experience in boot fitting
- 12 years as Store Manager at Sport & Mode Strolz in Lech on the Arlberg».



Christian Kalmendahl

Started bootfitting

Bootfitting since 1997 with orthopedic Certification

Experience

- Based in Are at Are Skidsport.
- Bootfitting from Topracers to Weekend warriors.



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 Audit: Speed Audit, Expert Audit and Advanced Audit.



TRAINING

RUNNING

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

Eager to tailor our products and services to match your expectations, this autumn the SIDAS ACADEMY will begin providing 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 **350€** per trainee

DURATION **One day**

INCLUDED **1 pair of moulded insoles**

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 **350€** per trainee

DURATION **One day**

INCLUDED **1 pair of moulded insoles**



TRAINING

OUTDOOR

In order to bring you solutions in every domains, 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 **350€** per trainee

DURATION **One day**

INCLUDED **1 pair of moulded insoles**

RED



FEET AND ITS ANALYSIS

- Active and digital foot analysis
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ESSENTIAL COMPONENTS FOR COMFORT

- Insoles
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SHOES

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- Technical and beneficial characteristics

PRICE **350€** per trainee

DURATION **One day**

INCLUDED **1 pair of moulded insoles**



TRAINING SKI

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.

ORANGE

This training program is designed for stores offering moulded insoles solutions.

FOOT ANATOMY: KNOWLEDGE (10%)

- Foot biomechanics and morphotypes (movement pressure/volume)

BOOT ANATOMY : (10%)

- Boot breakdown (lower shell/cuff/buckles/velcro)

SHOE SALE TRAINING: (30%)

- Elemental bootfitting steps

TRAINING: (30%)

- Moulded insoles
- Original liner modifications

PROBLEMS / SOLUTIONS: (20%)

RED

This training program is designed for stores offering customised insoles, thermoformed liner, and boot modification solutions.

FOOT ANATOMY: KNOWLEDGE (10%)

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

BOOT ANATOMY: (10%)

- The boot and the 5 main areas for modification

SHOE SALE TRAINING: (20%)

- Elemental bootfitting steps

TRAINING: (40%)

- Customised insole moulding
- Thermo liner moulding
- Modification tools

PROBLEMS / SOLUTIONS: (20%)

PRICE	350€ per trainee
DURATION	One day
INCLUDED	1 pair of moulded insoles 1 pair of socks 1 bootfitting book

PRICE	350€ per trainee
DURATION	One day
INCLUDED	2 pairs of customized insoles 1 pair of socks 1 thermo liner 1 bootfitting book

BLACK

This training program is designed for stores offering 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 Stab
- Talon Injected liner
- Modification tools

PROBLEMS / SOLUTIONS: (20%)

PRICE	350€ per trainee
DURATION	One day
INCLUDED	2 pairs of customized insoles + stab 1 pair of socks 1 thermo liner 1 bootfitting book





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.

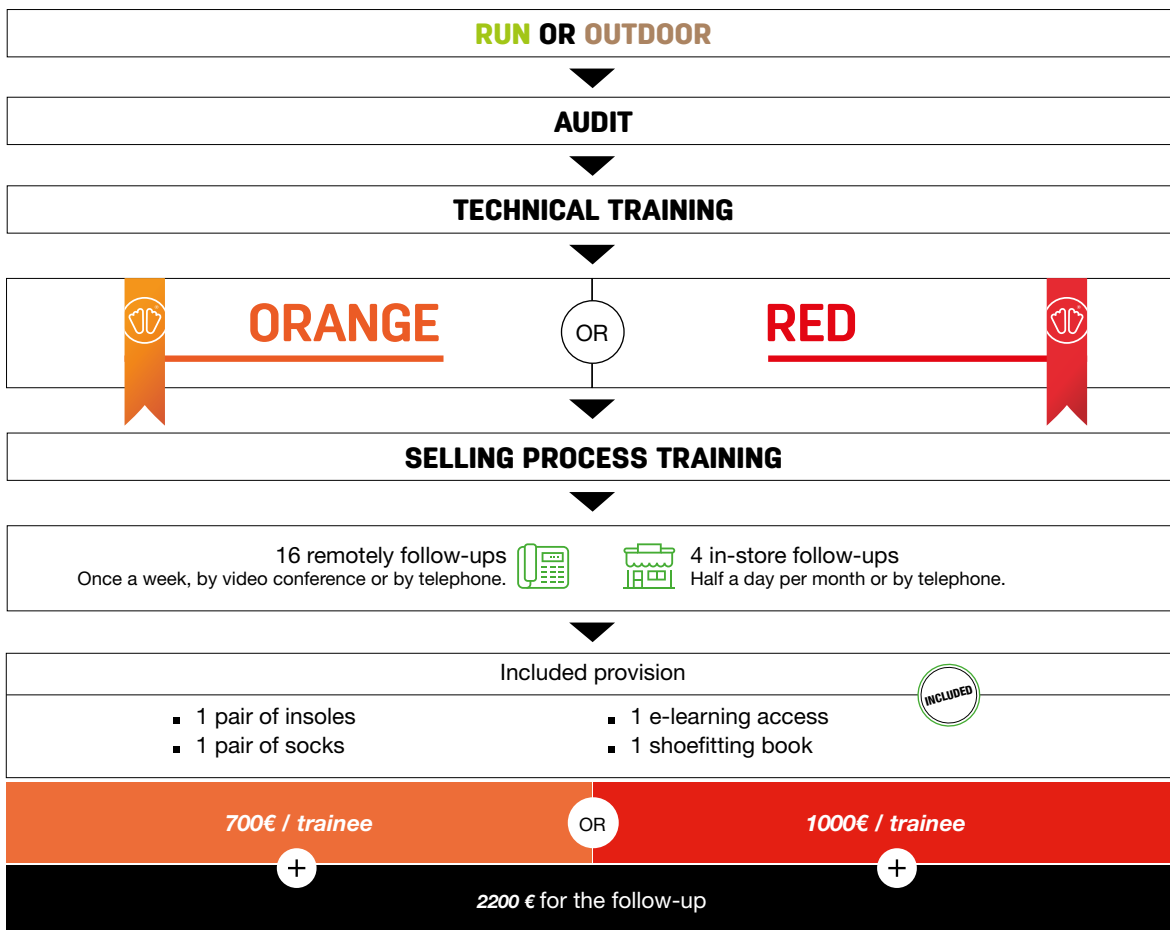
For 46 years our know-how, expertise for training and retailers 'follow-up' has helped us to create a protocol that guarantees the best experience for consumers, brands and retailers.

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.

The objective is to increase your margin and your turnover.

- **BRANDS:** are glad that retailers sell their products correctly, responding to consumer needs.





SOLUTION

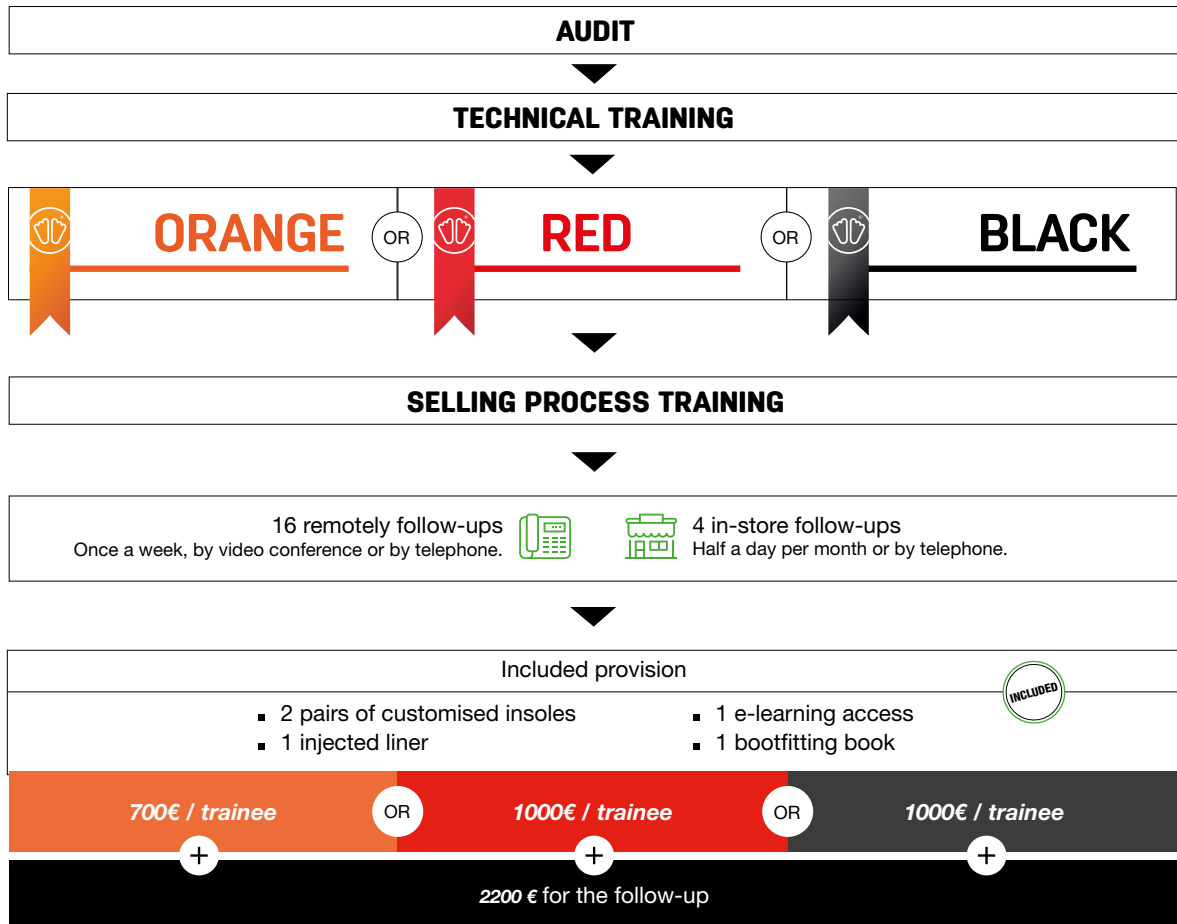
FIT PROTOCOL SKI

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 customers.

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-win process between consumers, retailers and brands.





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 each step 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 and loyalty
- Continuous improvement

BUSINESS CASES

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

WORKSHOPS

- Role playing
- Handling objections

OBJECTIVES...

TO INCREASE IN THE
AVERAGE BASKET

TO IMPROVE YOUR
CUSTOMER SATISFACTION
AND EXPERIENCE

TO BRING DIFFERENTIATION
WITH COMPETITORS AND
INTERNET





CALENDAR / MAP

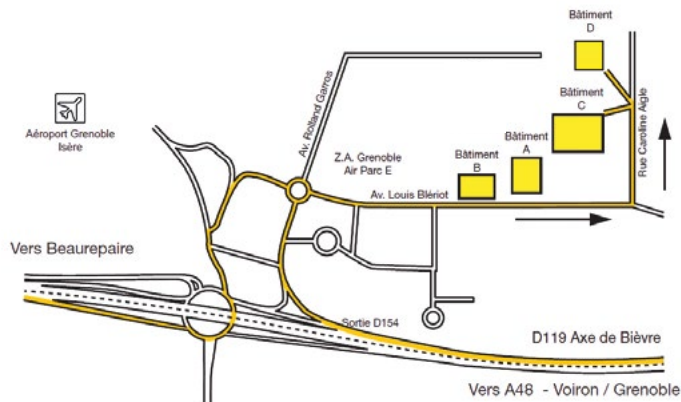
March to April
**RUN & OUTDOOR
TRAININGS**

October to December
SKI TRAININGS

SIDAS - BUILDING D

11, rue Caroline Aigle
ZAC Grenoble Air Parc
38590 Saint-Etienne-de-Saint-Geoirs

Latitude : 45.3520189
Longitude : 5.57151959



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sidas.academy