

Kodak

Online Clerk Training for Retailers



WW Planning Meeting 1H 2010
Regional Breakout Sessions:
Sept 1-2, 2009
Kristin Kraus

Bringing it all together online



Kodak United States [change] | All Kodak Products & Services

Consumer Products

KODAK Store | KODAK Gallery | Experience Kodak | Tips & Projects Center | Printing | Help Center

Search

Login | Subscribe | Cart

- Digital Cameras
- Accessories
- Digital Picture Frames
- Digital Video Cameras
- Media Players
- All-in-One Printers
- Printing Supplies
- Software
- Film & Processing
- Single Use Cameras
- KODAK Picture Kiosk**
 - Gifts and Photo Creations
 - Announcements
 - Borders
 - Calendars
 - Collages
 - Enlargements
 - Greeting Cards
 - Invitations
 - Picture CD
 - Photo Books**
 - Thank You Notes

Play

Photo Books

Tell your story, your way, in just minutes!

Product Overview | Show Me How

Kodak

Main Page | Product Training

Home

Picture Kiosk

Kiosk Clerk Training

- Introducing the KODAK Picture Kiosk
- Demos & Selling Tips
- Premium Products
- Inspiring Consumers

Have a specific question about this or other Kodak Digital Products? Go to...

DPT Bulletin Board

Intro
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Online Clerk Training

Kodak
Digital Partner Training

Main Page
Product Training ▾
E-Learning ▾
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Picture Kiosk Kiosk Clerk Training

- Introducing the KODAK Picture Kiosk
- Introduction - VP
- Getting to Know the Kiosk
- Demos & Selling Tips
- Premium Products
- Inspiring Consumers

Have a specific question about this or other Kodak Digital Products? Go to...
?

DPT Bulletin Board



Photo Books

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Introduction

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Learning Objectives

- Premo iriure, ventosus vel oppeto ullamcorper
- Dolor eum nutus nulla, in cogo illum
- Luptatum ex letatio odio virtus, in minim conventio
- ulciscor roto, eu delenit tum camur duis aliquam nobis

- Goals:
 - Enable stores with an effective set of tools and content to get and keep their clerks trained
 - Increase upsell of premium products: Provide selling and demo techniques to improve clerk effectiveness with consumers
 - Inspire and activate - Infuse materials with Kodak key messages and real consumer content

- Phase 1: Nov 2009
 - Content focused in 2 key areas:
 - Premium Products
 - Getting to Know the Kiosk
 - Define beta users with Regions immediately - define sell-in for focused localised roll-out



- Leverages Kodak's Digital Partner Training (DPT) Site
 - Secured site – WW enabled
 - Centrally managed – Master set up account, then clerks self-register
 - Smart – profiles will define equipment and products sold
 - Includes Quizzes, tracks completion

Regional funding needed for:

- Customization for Key Accounts
- Optional contests & incentives

Kodak EasyShare System Digital Partner Training

Product Training | **E-Learning** | Resources | My Profile | Digital To Do List

[Inkjet Training Module](#)

[HD Training Module](#)

[New Features](#)

[Features Overview](#)

[Digital 101](#)

[Digital 102](#)

[Photography 101](#)

[Scene modes](#)

Kodak Store | [Printer Friendly](#)

Certificates Earned

photo101 Certificate
 [Photography 101](#)

DIG101 Certificate
 [Digital 101](#)

DIG102 Certificate
 [Digital 102](#)

Output Solutions Certificate
 [Inkjet Media](#)

HD Training Module Certificate
 [HD Training Module](#)

user account info


Email: kristin.kraus@kodak.com
Name: Kristin Kraus
Address: 343 State Street
Rochester, NY 14564
Store: Kiosk Clerk Training #1
Employee 000
#:
Notify Me: No

preferred language
English

Certificate information

Yes, I would like to earn and receive Kodak Certificates, as well as information updates regarding other Promotions and Contest Prizes.

- 2010 Expansion
 - Additional product selling and demo ideas
 - Incorporate more localised video clips/testimonials
 - New content:
 - Include “How To” for keeping kiosk up and running plus key printers (scope TBD per budget)
 - Likely support 8800/8810, DL2100, 6X printers (7000 Series TBD regional discussions)
 - Key Account Planning
 - Need to scope Key Account participation for funding scope for Regional budgets, common new global requirements
 - Timing:
 - Currently Anticipate March, August, Oct Updates with new content

Digital Partner Training

Main Page | Product Training | E-Learning | Resources | My Profile | Admin Access | Kodak Store | Printer Friendly | Log out

Home | Digital To Do List

Welcome Brian, Thank you for visiting and using the Kodak Digital Partner Training Site. Your best resource for new information and techniques for selling Kodak digital products.

From this site you can access the product training modules, keep up to date with the newest products on the shelves, learn about In Store promotions, and even find ways to become a better photographer. You can check your progress in the To Do List menu and link to your required training to earn certificates, rewards and great prizes for completing your training.

DPT E-Learning, Activities, and Promotions

It's time to **HUG**

Squeeze the most out of your holidays

00% OFF

PHOTO BOOKS
CALENDARS
GREETING CARDS
COLLAGES

At the KODAK Picture Kiosk



[Go to Product Training](#)

Featured Products and Recommended Training

Kiosk Clerk Training


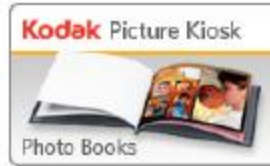



Ullscor opto dolus vel nunc paratus. Meus ullamcorper enim.

- Dolus vel nunc
- Camcorper enim
- Ullscor opto dolus

Click here to learn more >>



Newest Products

 <p>Kodak Picture Kiosk Picture Movie DVD</p>	 <p>Kodak Picture Kiosk Photo Books</p>	 <p>Kodak Picture Kiosk Greeting Cards</p>
 <p>Kodak EasyShare M340 Digital Camera</p>	 <p>Kodak ESP 9 All-in-One Printer</p>	 <p>Kodak Zi6 Pocket Video Camera</p>

Kodak Digital Partner Training

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Home

Picture Kiosk Clerk

- Introducing the Picture Kiosk
- Demos & Selling Tips
- Premium Products
- Inspiring Consumers

Have a specific question about this or other Kodak Digital Products? Go to... **DPT Bulletin Board**

Kiosk Clerk Training
Ulciscor opto dolus vel nunc paratus. Meus ullamcorper enim.

Introducing the KODAK Picture Kiosks

- Demos & Selling Tips
- Premium Products
- Inspiring Consumers

Introduction - Consumer VP

- Getting to Know the kiosk

Introduction

Fere opes imputo, enim ibidem tincidunt, nonummy melior sagaciter iustum at aliquip, gemino. Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisi nulla ea natu elit ut blandit.

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The screenshot shows a web browser window with the following elements:

- Header:** "Kodak" logo on the left, "Digital Partner Training" on the right.
- Navigation Bar:** "Main Page", "Product Training", "E-Learning", "Resources", "My Profile", "Admin Access", "Kodak Store | Printer Friendly | Log out".
- Home:** A button labeled "Home" and a "Digital To Do List" dropdown menu.
- Main Content Area:**
 - Left Sidebar:**
 - Picture Kiosk Kiosk Clerk Training:** A list of topics: "Introducing the KODAK Picture Kiosk", "Demos & Selling Tips", "Premium Products", "Inspiring Consumers".
 - Question Box:** "Have a specific question about this or other Kodak Digital Products? Go to..." with a "DPT Bulletin Board" button.
 - Central Image:** A woman in a dark blue dress stands next to a Kodak Picture Kiosk. The kiosk screen shows a family photo. The kiosk has the Kodak logo and "it's time to smile" text. To the right of the kiosk, there are several framed photos and a small display stand.
 - Right Text:** "Kiosk Clerk Training" followed by the Latin text "Ulciscor opto dolus vel nunc paratus. Meus ullamcorper enim."
- Text Content:**
 - Introduction:** "Fere opes imputo, enim ibidem tincidunt, nonummy melior sagaciter iustum at aliquip, gemino. Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisl nulla ea natu elit ut blandit."
 - Learning Objectives:** A list of bullet points: "• Premo iriure, ventosus vel oppeto ullamcorper", "• Dolor eum nutus nulla, in cogo illum", "• Luptatum ex letatio odio virtus, in minim converfio", "• ulciscor roto, eu delenit tum camur duis aliquam nobis".

Digital Partner Training

[Main Page](#) | [Product Training](#) | [E-Learning](#) | [Resources](#) | [My Profile](#) | [Admin Access](#) | [Kodak Store](#) | [Printer Friendly](#) | [Log out](#)

[Home](#) | [Digital To Do List](#)

Picture Kiosk

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Kodak
it's time to smile

Have a specific question about this or other Kodak Digital Products? Go to...

[DPT Bulletin Board](#)

Introduction


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- Clerk clicks to start – opens window

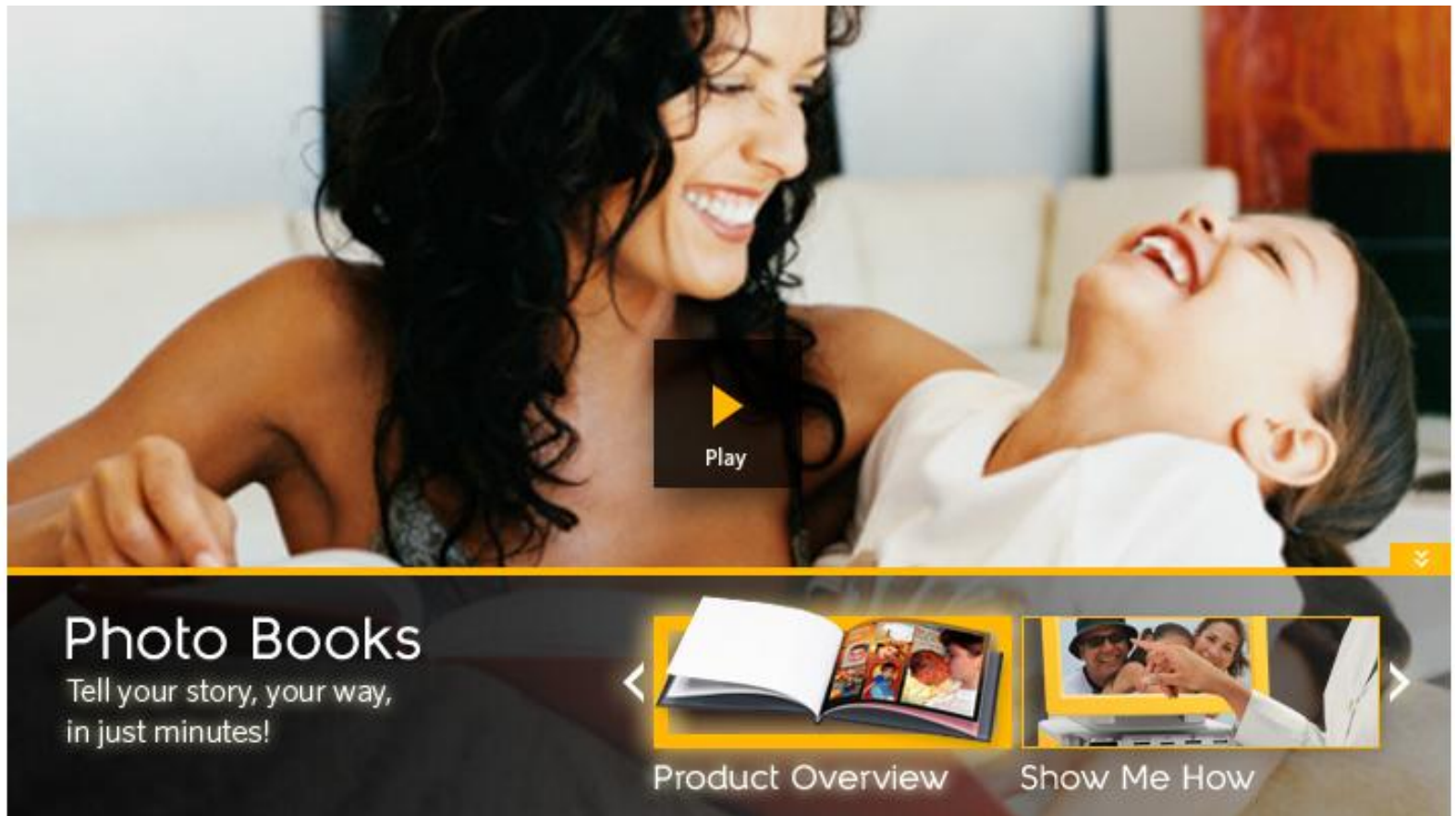


The image shows a woman with long dark hair, wearing a white t-shirt with the word 'LOVE' on it, sitting on a couch and smiling broadly while looking at an open red photo book. In the background, there is a yellow Kodak photo book printer on a small table, and a box of photo books. The overall scene is bright and cheerful.

Kodak
It's time to smile

58%

- Most content is identical to new content for KPK consumer site ... with enhancements for clerks visible only on DPT site



Play

Photo Books
Tell your story, your way,
in just minutes!

Product Overview

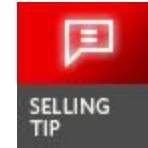
Show Me How

- Products are featured with large stills, video clips and animations to make the product come alive

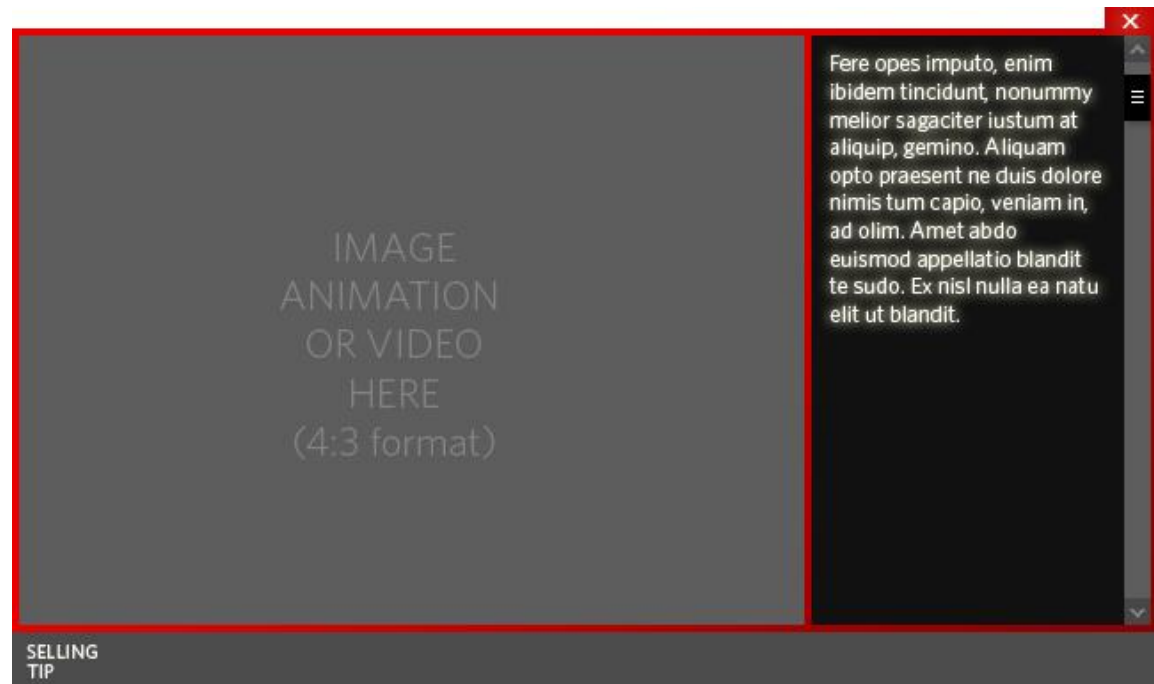


Clerk Content Highlights

- Callouts for Clerk content include:



- Pop-up window displays both visual and text content
 - Including localised content and even video clips as these created



Kodak Digital Partner Training

Main Page | Product Training | E-Learning | Resources | My Profile | Admin Access | **Kodak** Store | Printer Friendly | Log out

Home [Digital To Do List](#)

TARGET

Welcome Kristin, Thank you for visiting the Kodak Digital Partner Training Site. Your best resource for new information and techniques for selling Kodak digital products.

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Squeeze the most out of your holidays

00% OFF

PHOTO BOOKS
CALENDARS
GREETING CARDS
COLLAGES

At the KODAK Picture Kiosk

Kodak
It's time to smile

TARGET
Promotion in effect
Nov 20 thru Dec 1,
2009.

[Go to Product Training](#)

Featured Products and Recommended Training

Kiosk Clerk Training

Ullcor opto dolus vel nunc paratus.
Meus ullamcorper enim.

Features:

- Dolus vel nunc
- Cam corper enim
- Ullcor opto dolus

Click here to learn more >>

Newest Products

Kodak Picture Kiosk Picture Movie DVD	Kodak Picture Kiosk Photo Books	Kodak Picture Kiosk Greeting Cards
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The screenshot shows a web browser window displaying the Kodak Digital Partner Training (DPT) website. The page is titled "Picture Kiosk Kiosk Clerk Training". The navigation bar includes "Main Page", "Product Training", "E-Learning", "Resources", "My Profile", and "Admin Access". There are also links for "KodakStore", "Printer Friendly", and "Log out". A "Home" link and a "Digital To Do List" button are visible. The main content area features a large banner for "Kiosk Clerk Training" with a woman interacting with a kiosk. Below the banner, there are sections for "Introduction" and "Learning Objectives".

Kodak

Digital Partner Training

Main Page | Product Training | E-Learning | Resources | My Profile | Admin Access | KodakStore | Printer Friendly | Log out

Home | Digital To Do List

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Kodak
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Kodak

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