

# How DJI Trained Retail to Fly: A Case for Training & Advocacy

*A strategic retail program that helped DJI break into the Australian market and exceed sales expectations.*

## BACKGROUND

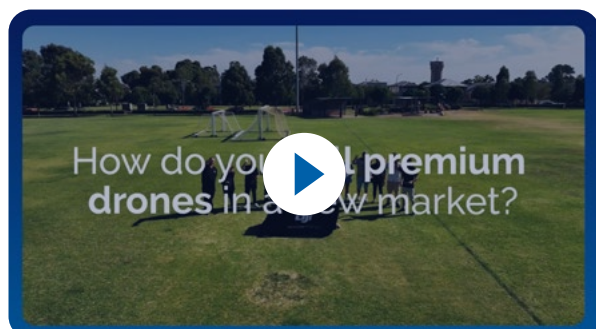
- ✓ DJI new to the Australian market
- ✓ High value & technical product category
- ✓ Seen as complex and inaccessible for everyday users

*The CROSSMARK team have been deeply involved in enhancing our program and have shown great problem-solving skills whenever challenges arise. They always go the extra mile on achieving their goal, and their performance has well exceeded our expectations.*

Catalina Lu,  
ANZ Retail Program Manager - DJI

## INSIGHTS

- Harvey Norman (franchise model) and JB Hifi (corporate model) require different in-store strategies
- Over 400 stores in universe with approx. 1200+ relevant sales people
- Staff trained with more than 6 modules can sell up to 123% more
- 67% of shoppers are open to other brands at the point of purchase



## STRATEGY & SOLUTION

We needed a program that targeted retail sales staff as the key influencers in the customer's path to purchase.

- Retail training & advocacy strategy underpinned by a DJI brand ambassador team
- Bespoke store approach overlaying DJI data, our data, and our channel insights to align investment with opportunity and ROI
- Supported by seasonal activations with on-demand retail specialists



12,600+ face-to-face training sessions



6,400 merchandising visits



400+ RSAs trained in person at retailer roadshows



141 group training sessions & exclusive VIP cinema events



Assisted sales pivot during Black Friday & Christmas

## RESULTS



Over 10k training sessions  
- 2x above target



97% compliance  
across 600+ fixtures



20% increase in  
market share



120% above sales  
growth targets

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