



## De-escalation and Violence Prevention Training for Retail

A new CPI training program to provide retail workers with de-escalation skills and create a safe environment for all

CPI's **De-escalation and Violence Prevention Training** makes it easy for you to ensure worker safety, improve employee satisfaction and retention, and establish a superior customer experience. CPI's online training provides all retail staff—from frontline associates to regional store managers—with the skills to identify and manage conflict and disruptive behaviors, respond to hostile customer interactions, and recognize when to call for assistance.

### Training Outcomes

#### Enhanced Customer Experience

Staff will gain the skills to turn negative interactions into positive experiences, fostering customer loyalty and contributing to your business's success and positive reputation.

#### Safe Staff and Shoppers

Staff will learn how to confidently manage conflicts, proactively reduce the likelihood of physical altercations and injuries, and create a culture of safety and well-being.

#### Improved Employee Retention

Staff will feel less stressed on the job, leading to reduced burnout and turnover and a more supportive, productive workplace.

### What You'll Get



**Annual subscription** with on-demand access to trainings, including content unique to the retail industry



Foundational **30-minute online course** for all staff that covers key de-escalation principles and accommodates workers' busy schedules



**Ongoing, online micro-learning** for all staff to keep skills top of mind and reinforce continuous learning



Designed for **easy implementation** within your existing Learning Management System



**Post-training metrics** to help you understand the results and overall effectiveness of the training

Since 1980, we've helped train more than 17 million people within service-oriented industries, including some of the largest retailers in the U.S. Visit [crisisprevention.com/retail](https://crisisprevention.com/retail) or call 877.877.5390 to learn more about our training programs for retailers, including *De-escalation and Violence Prevention Training* for all staff and *Verbal Intervention™* Training for managers.