

Apple Genius Training Manual

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Apple Genius Training Manual

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A Genius Bar employee at an Apple store opening at Via Rizzoli on Sep. 17, 2011 in Bologna, Italy. Photo by Claudio Villa/Getty Images. A number of articles lately have attempted to convey the ...

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Apple's Secret Employee Training Manual Revealed

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A leaked copy of the training manual used to prepare Apple employees to work in Genius Bars in Apple Stores has revealed the seductive techniques used to sell products such as the iPhone and iPad.

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Gizmodo reports that it has obtained a complete copy of Apple's training manual for new retail store Genius hires. The manual includes an overview of the two-week training new Geniuses go through ...

An Inside Look at Apple's Genius Training Manual - MacRumors

Gizmodo today posted portions of Apple's Genius Bar training manual, an internal document meant to train new employees in human interaction. In the pages that have been posted, ...

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The Genius Training Student Workbook, leaked to Gizmodo, introduces Apple's own sales technique in some depth. Sales

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training has traditionally focused on acronyms like AIDA (Attention, Interest, Desire, Action) or DIPADA (Drop Its Price And Drop Again), but Apple has its own variant - unsurprisingly named APPLE (Approach, Probe, Present, Listen, End.)

Leaked Genius Bar manual shows Apple's smooth seductions ...

Genius Training Student Workbook. The Genius Training Student Workbook is Apple's employee training manual for Apple Store tech-support employees, called Geniuses. The manual features various marketing techniques revolving around the end goal of selling merchandise.

Genius Bar - Wikipedia

While many companies have training manuals rife with cheesy corporate philosophy, Apple's Genius Training regime goes into incredibly granular detail. To see what it takes to be a Genius,

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Inside Apple's 'Genius Training Student Workbook' - The Verge

Apple trains its Genius sales personnel to connect with customers; ... Apple's Genius Training Manual: All About Empathy Mashable. Loading ... Optima Training (UK) Limited Recommended for you.

Apple's Genius Training Manual: All About Empathy

(The manual includes the reminder: "Everyone in the Apple Store is in the business of selling.") The training might be intense, but the strategy seems to be working for the tech giant, which posted a quarterly revenue of \$35 billion and quarterly net profit of \$8.8 billion , or \$9.32 per diluted share, for its fiscal 2012 third quarter, according to its website.

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