

## Powering Expertise at Scale

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### How Batteries Plus Uses Training to Drive Franchisee Performance

Founded in Green Bay, Wisconsin, Batteries Plus has grown from a regional storefront into a nationwide franchise powerhouse. With over 750 stores across the United States, including Hawaii and Puerto Rico, Batteries Plus is the nation's largest specialty retailer of batteries, light bulbs, and device repair services. The brand's mission is simple but powerful: to be the "experts in charge"—a trusted source not only for high-performance power solutions, but also for the knowledge required to keep modern life running.

While product innovation and retail expansion are crucial, what truly sets Batteries Plus apart is its emphasis on training. Whether a customer walks into a store needing a battery for a car, boat, ATV, or cell phone, they are often looking for more than just a product—they're looking for a solution. Batteries Plus believes that training is the backbone of delivering this promise at every customer touchpoint.

### Benefits of the Training Program

Training at Batteries Plus is far more than compliance or onboarding—it is a strategic differentiator. With a diverse range of products and services that require a high degree of technical know-how, the brand recognizes that expert service is what earns customer trust and loyalty.

Key benefits of the training program include:

- **Elevated Customer Experience:** Associates are trained to answer detailed product questions, recommend the right solutions, and explain complex use cases—something that builds credibility and satisfaction in each interaction.
- **Franchisee Confidence:** Owners are equipped not only to operate a business, but to thrive in sales, service, and team development.
- **Operational Consistency:** Standardized training ensures brand consistency across all locations—critical for a national chain with 750+ independently owned stores.
- **Higher Employee Retention:** Well-trained employees are more confident, engaged, and likely to stay longer, reducing turnover-related costs.
- **Faster Ramp-Up:** New employees and franchisees can quickly become productive and proficient through a structured onboarding path.

## Who Needs to be Trained

Batteries Plus supports a wide range of learner types within its training ecosystem:

- **Franchise Owners:** Business leaders responsible for launching, managing, and growing one or more locations.
- **Store Managers:** Frontline leaders who drive daily operations, coach staff, and ensure brand standards are upheld.
- **Retail Associates:** Customer-facing employees who must understand battery technologies, perform installations and repairs, and deliver exceptional service.
- **Commercial Sales Staff:** Specialists focused on building B2B relationships and executing large-scale power and lighting projects.

Each of these learners has unique needs, requiring distinct training tracks and delivery models.

## What They Need to Know and Do

At Batteries Plus, training is not just about transferring knowledge—it's about building a culture of confidence, competence, and mentorship across every role in the franchise system. Using their Learn It. Master It. Expert It. framework, each learner group is equipped with the knowledge they must master, the skills they must apply in daily operations, and the mentor behaviors they must model to others. This approach ensures that franchise owners, managers, associates, and commercial sales staff don't just learn in isolation—they reinforce one another, creating a cycle where expertise spreads across the network and consistency becomes second nature.

Here's how the framework comes to life at Batteries Plus University:

Role	Knowledge (Learn It)	Skills (Master It)	Mentor Behaviors (Expert It)
<b>Franchise Owners</b>	Franchise model	Manage P&L	Coach Managers on Leadership
	Financial Management	Oversee Daily Operations	Share Best Practices with Peers
	Brand Standards	Hire and Develop Staff	Model Accountability to Brand Values
	POS & Operational Systems	Grow Commercial and Retail sales.	
	B2B Sales & Acquisition		
<b>Store Managers</b>	Operational processes	Lead Teams Schedule Staff	Mentor new hires with Manuals/Activity Books

# Training Program Case Study



Role	Knowledge (Learn It)	Skills (Master It)	Mentor Behaviors (Expert It)
<b>Retail Associates</b>	HR Policies	Resolve Issues	Run Role-Play Sessions
	Service Protocols	Enforce Brand Consistency	Share Reports with Owners.
	Escalation Procedures	Achieve Performance Goals	
	Scheduling		
	Inventory Management		
	Product Knowledge	Recommend Products	Model Customer Interactions
	Customer Engagement	Install Batteries	Share Success Stories
	Repair Procedures (key fobs, device repair)	Program Devices Deliver Customer Service Excellence	Guide Peers Through Badge/Gamified Challenges
	Installation Standards		
<b>Commercial Sales Staff</b>	Commercial Battery Applications	Build B2B Relationships	Shadow and Coach Peers on Sales Visits
	Industrial Lighting	Conduct Site Visits	Share Local Success Strategies
	CRM Processes	Recommend Solutions	Mentor New Staff with Commercial Coaches
	Advanced Sales Strategies	Manage Large-Scale Projects	

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## Training Challenges at Scale

Batteries Plus faces several training challenges common to large franchise organizations, each of which requires thoughtful strategy to overcome:

### Franchise Autonomy

While the corporate team sets brand standards and provides robust training resources, individual franchisees ultimately control how training is implemented within their stores. Unlike corporate-owned chains, Batteries Plus cannot simply mandate completion across the network. Instead, participation must be earned by demonstrating the clear business value of training—whether that’s faster onboarding, improved customer satisfaction, or stronger sales performance. The challenge is not just providing training, but motivating franchisees to make it a priority in their day-to-day operations.

## Technical Complexity

The product catalog is both broad and highly specialized, spanning batteries, light bulbs, smart home products, key fobs, and device repair services. Each category comes with its own technical specifications, evolving product lines, and safety considerations. This creates a continual need for updated training so that employees can confidently recommend the right product, complete installations, and handle complex repairs. Without consistent, current knowledge, associates risk delivering an inconsistent customer experience that could erode trust in the brand.

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## Skill Development at Scale

Teaching practical skills—such as wiring batteries in series, performing micro-soldering on circuit boards, or programming key fobs—goes beyond memorization. These competencies require demonstration, practice, and feedback. In a franchise network with hundreds of locations and thousands of employees, it's not feasible to rely solely on in-person training events or shadowing. The organization must build scalable, blended learning solutions that allow employees to learn, practice, and be assessed on technical tasks, even when corporate trainers cannot be physically present.

## Change Management

Rolling out new training programs, platforms, or initiatives is complex in a network as diverse as Batteries Plus. Each franchise owner operates with different levels of resources, staff turnover, and business priorities. Corporate must balance speed and consistency with flexibility, ensuring new initiatives are adopted without overwhelming owners or disrupting operations. Success depends on clear communication, phased rollouts, and alignment with the specific needs of franchisees—turning potential resistance into buy-in.

## Batteries Plus Training Program Roadmap™ in Action

Batteries Plus' franchisee training journey illustrates how a network can move step-by-step along the **Latitude Learning Training Program Roadmap™**, transforming training from basic access to a true performance driver. What began as a franchise owner onboarding program has matured into a multi-layered system of onboarding, skill development, and gamified performance tracking.

### Stage 1 – Self-Directed Learning

In the early days, Batteries Plus relied heavily on store-level experience, printed binders, and ad hoc training. The introduction of **Batteries Plus University (BPU)** marked a shift toward a centralized, online learning library. Associates and managers could log in at any time to browse modules, access manuals, or review technical specifications. For franchise owners, the platform became a reference point—a way to supplement hands-on coaching with on-demand support. While structured onboarding was still limited, Stage 1 gave franchisees a baseline resource that immediately lifted consistency across the system.

## Stage 2 – Knowledge Acquisition

Every new franchise owner travels to Pewaukee, Wisconsin, for two weeks of instructor-led training—one week dedicated to retail operations and one week focused on commercial sales. Store managers followed structured learning paths in BPU, blending self-paced eLearning with leadership workshops and regional training events. Retail associates received guided onboarding, complete with activity books and knowledge checks, while commercial sales staff sharpened their B2B acumen through specialized courses and coaching. Training completion is tracked in the LMS, with managers certifying progress. This stage ensured that every role—from owner to associate—had a clear learning path grounded in both technical knowledge and customer interaction.

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## Stage 3 – Skill Development

Knowledge alone isn't enough in a business where employees must install batteries, solder circuit boards, and deliver expert recommendations face-to-face with customers. Batteries Plus addressed this by making **hands-on, manager-guided practice** the centerpiece of training. Associates applied what they learned online through in-store activities, from wiring batteries in series to running customer role-plays. Managers acted as coaches, reinforcing skills with drills and feedback. Franchise owners benefited from mentorship programs with corporate ambassadors, while commercial staff gained real-world practice through site visits and market coaching.

The capstone of Stage 3 is the company's gamified training competition: the **Plus Games**. This March Madness-style event required associates to prove technical and sales skills in live relays, advancing from store to regional to national championships. Participation surged, with course enrollments in BPU jumping more than 60% and knowledge retention measurably improving. More importantly, the competition turned training into a source of pride, recognition, and community across the franchise network.

## Stage 4 – Personal Performance Improvement

Today, Batteries Plus is actively stepping into Stage 4 by tying training directly to **sales and service KPIs**. In the Plus Games, performance is measured not only by course completions or technical drills, but also by real store outcomes—sales metrics, customer service scores, and team engagement. The integration of a **POS-embedded chatbot** adds a just-in-time learning layer, giving associates immediate access to product specs or troubleshooting guides in front of customers. This connection between learning and live performance is raising customer satisfaction, improving employee confidence, and reducing turnover by showing associates that training directly benefits their day-to-day success.

## Stage 5 – Organizational Performance Improvement

The early markers of Stage 5 are already visible. Franchisee participation in the Plus Games has demonstrated how a systemwide event can align training behaviors across 190+ stores. With measurable improvements in sales performance, customer satisfaction, and employee retention, the Batteries Plus program is no longer just about

onboarding—it is becoming a strategic asset that drives brand consistency and profitability across the franchise system.

## Gamification and the “Plus Games” Effect

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One of the most effective innovations in the program has been the **Plus Games**. Structured like a nationwide tournament, the competition blends online learning with in-store skills relays and technical proficiency tests. Associates advance through multiple rounds, culminating in a live championship at the company’s franchise convention. Beyond the energy and excitement, the measurable outcomes were clear: training enrollments spiked, associates demonstrated stronger product knowledge, and stores fostered a culture of friendly competition and teamwork. The Plus Games transformed training from a requirement into a celebration—one that reinforced both technical expertise and customer-facing confidence.

## Training Built by Experience: Powered by People Who’ve Lived It

A key strength of the Batteries Plus training program is that much of the training staff comes directly from the field. Many members of the training and field sales teams have spent years managing or working in Batteries Plus stores, bringing real-world experience and credibility to the content they deliver. This frontline expertise ensures that training is grounded in practical application—not just theory. Instructional designers regularly collaborate with experienced store managers and field trainers to develop content that reflects the realities of day-to-day operations. This field-informed approach not only enhances relevance but also builds trust with franchisees and associates, who know they’re learning from people who have “been there and done it.” It’s a key reason why the training resonates so deeply across the network.

## Training Workstreams at Batteries Plus

Batteries Plus has built a training system that doesn’t just deliver content—it actively drives performance, engagement, and business results across its franchise network. Each workstream plays a role in making training practical, scalable, and motivating.

### Organizing Learners

The foundation of the program begins with clarity: every learner is categorized by role—franchise owner, store manager, retail associate, or commercial sales staff—and is assigned a corresponding learning path. This ensures that training feels relevant, not generic. Looking ahead, Batteries Plus is enhancing this approach with position-specific modules and credentialing tracks that provide even sharper alignment between training and real-world responsibilities.

### Structuring Content

Content is not scattered or overwhelming. Instead, the LMS hosts categorized modules across **10 technical product domains**, from automotive batteries to smart devices. Each online module is directly linked to hands-on store activities and reinforced by manager-led coaching, ensuring that learning moves from theory to application.

## Delivering the Learner Experience

Training is designed to be engaging from the start. New hires begin with orientation, then progress through a gamified journey that blends flexibility with motivation. Batteries Plus University (BPU) delivers content that's mobile-friendly, allowing associates to learn on their own schedule without losing momentum.

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## Managing and Updating Content

A key strength of the program is its constant refresh cycle. Instructional designers collaborate closely with field trainers and store managers to update training whenever products, procedures, or best practices change. This keeps content fresh and ensures that what associates learn today matches what customers need tomorrow.

## Controlling Access and Tracking Progress

Training isn't one-size-fits-all. Franchise owners and managers can assign content based on job function, while corporate staff track completions and issue digital badges. The LMS automatically unlocks advanced topics as associates progress, and managers verify completion to ensure knowledge translates into capability.

## Rewards and Incentives

Motivation is built into the system. Associates aren't just learners—they're competitors, achievers, and recognized contributors.

- **Gamification:** The *Plus Games* competition drew in more than 190 franchise stores.
- **Badge System:** Associates earn badges as they move from *Learn It* → *Master It* → *Expert*.
- **Pins & Recognition:** Plans are underway to bring back physical pins denoting training levels.
- **Leaderboards:** During Plus Games, franchise-wide leaderboards fueled healthy competition and bragging rights.

## Continuous Improvement

Training is never static. Content is refined through multiple feedback loops:

- Input from field trainers and store managers
- Franchisee advisory boards providing strategic direction
- Usability testing within corporate stores to validate what works in real life

Franchisees are treated not just as consumers of training but as co-creators, ensuring the program stays relevant and credible.

## Measuring Impact

Finally, effectiveness is tracked through both quantitative and qualitative measures.

- LMS usage metrics (course completions jumped 60% after gamification)
- NPS-style feedback and franchisee satisfaction scores



# Training Program Case Study



- Sales performance tied to Plus Games participation
- Retention data comparing trained vs. untrained employees

By weaving these workstreams together, Batteries Plus has created a training program that is not only structured and scalable, but also **energizing for learners and strategically valuable for the franchise system.**

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## Conclusion

Training is not an afterthought at Batteries Plus—it's the engine powering the company's growth, reputation, and franchisee success. From comprehensive onboarding to ongoing skill development, every touchpoint is designed to build confidence, competence, and loyalty.

By aligning its training program with the core stages of the LatitudeLearning Training Program Roadmap, Batteries Plus ensures that its learners aren't just trained—they're transformed into experts who power up customer trust.

Whether it's replacing a smartphone battery or lighting up an entire building, the confidence and expertise of the associate behind the counter is what makes Batteries Plus stand out in a crowded marketplace.

To learn more about how Batteries Plus empowers its network through training, visit [www.BatteriesPlus.com](http://www.BatteriesPlus.com).