

Ekici Akademi brought in something new in Turkey

Ekici Akademi brought in something new in Turkey; having provided charcuterie employees with special training, Turkey's cheese expert Ekici Peynir started 'Ekici Akademi' to make its own employees and sector stakeholders meet at a different platform. The first project of Ekici Akademi was specially developed for the charcuterie employees. In the training model which was applied to the charcuterie employees of the local chain markets in Turkey with a special content for the first time, information was given about customer relations and sales trends. Ekici Peynir continues its works with Ekici Akademi for the improvement and growth of the sector. Ekici Akademi realized its first project on 1 July 2013 Monday with the training and motivation work which was organized for the charcuterie employees of Akyurt Market, one of the most important chain markets of Ankara. Within the scope of the project, while the employees were introduced with Ekici Cheeses, they were also given training about sales marketing techniques. The trainings were promoted by the prepared sketches. After the program, charcuterie employees of Akyurt Market took place in motivation works with 4 different team games. In the theatrical training, "Critical Success Factors in Retail Sale" "Personal Sales Techniques in the Retail Store" "Customer Sendoff and Reinvitation Techniques" were explained by the Sales and Marketing Specialist Hakan Okay in the education section of Ekici Akademi project. A theatrical training model was realized through the sketches which were designed based on the goals of education simultaneously with the atelier subjects. The education model, which is applied in Europe and the United States, is a model which has been actually applied in Europe and the United States for years among the sketches designed based on the targets of Education and applied by many corporate companies. According to this model, the content and targets of education are determined, scenario is created according to such content and targets and conveyed to the audiences by the theatre players through live dramas. The theatre team, which was created by Özgür Ozan, the popular actor whom we know from the TV serial "Çocuklar Duymasın" with his role "light Selami" for the first time in Turkey, prepares short sketches for educations. Thus, the information which is conveyed in education is presented in an attention grabbing and catchy format. Besides theoretical information, Ekici Akademi aims to reflect the real experiences and make educations easily remembered.