

Apple Genius Training Manual

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Apple Genius Training Manual

The title How To Be a Genius: This is Apple's Secret Employee Training Manual. With a deep insight in to the running of Apple and how its employees were trained was indeed quite extraordinary! Even the title of the post leaves little to the imagination and coaxes us to read on.

Apple's Secret Genius Training Manual, Is It a Reference ...

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 ...

Apple Genius Bar training manual: a brilliant ...

The title, How To Be a Genius: This is Apple's Secret Employee Training Manual. According to Gizmodo Senior Staff Writer, Sam Biddle, "We read Apple's secret Genius training manual from ...

Apple's Secret Employee Training Manual Reinvents Customer ...

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Gizmodo just unearthed Apple's official Genius Training Student Workbook and it's ... Head over to Gizmodo to learn more about what they found in the huge Apple training manual. Source: Gizmodo.

The Apple Genius Training Manual Says You Can't Use These ...

The "Genius Training" manual, obtained by Gizmodo, lays out a 14-day training program that will turn you from a simple-minded civilian into Apple-approved expert.

The making of an Apple 'genius': Secret training manual ...

The secret's out. Apple's confidential employee training manual has been revealed to the masses. The latest Genius Training Student Workbook for Apple sales staff landed in the hands of Gizmodo ...

Apple's Secret Employee Training Manual Revealed

Apple's secret Genius Training student workbook has just been leaked into the internet which teaches Apple's employees how to be a genius, and Gizmodo received a copy of it. If you are looking for downloaded or pdf version of the Apple's secret Genius training manual then chances is you won't be able to find one. No, Apple Genius ...

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Apple genius bar training manual pdf - WordPress.com

Details from Apple's training manual for Genius Bar employees have been published online, revealing how the company teaches its workers to read customer body language, and how words like "crash ...

Genius training manual details banned words for Apple ...

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.

Leaked Apple Genius manual reveals seductive ... - Digital Spy

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, ...

Parts of Apple's Genius training manual leaked - CNET

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

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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