

ELEVATE U

Be Certified as a Community Sexual Health Resource

Elevate U is an e-learning program that provides 16 different sexual health and wellness lessons designed to prepare adult retailers with essential knowledge that supports customers buying pleasure products. Since the educational program's launch in January of 2017, Elevate U has become the new industry standard for retailer training, acclaimed by two industry awards. Once all 16 lessons are completed, learners will become certified as a sexual health resource by The Center for Sexual Pleasure and Health. This certification is an invaluable tool that assures participants gain medically accurate knowledge on various sexual health topics while developing exceptional customer service skills. Adult retail stores that provide their employees this free learning opportunity means their store can now serve as a community resource, thereby potentially increasing sales.

ELEVATE
SEXUAL HEALTH
CERTIFICATION SERIES



Medically Accurate Knowledge on 16 Various Sexual Health Topics

The content for Elevate U was developed and led by Kira Manser and Erin Basler, the Clinical Director and Education Coordinator at The Center for Sexual Pleasure and Health with the center's mission in mind. Their mission is "to advance culturally inclusive, medically accurate and pleasure informed sexuality education, therapy and professional training." Both Kira and Erin have Masters in Education in Human Sexuality, as well as many years of experience in the sexual health education field. Manser also serves as one of the center's therapists. The program covers 16 various sexual health and pleasure product topics that range from pleasure-focused anatomy to anal and the pelvic floor to safe sex tips and sexual difficulties. Together, they have developed the content and quizzes to ensure learners have an accurate, all-encompassing overview of critical sexual health topics.



Kira and Erin

Improved Customer Service Skills

In addition to delivering accurate knowledge on various sexual health topics, certification through Elevate U also means learners have improved customer service skills. Manser and Basler stress the value of inclusive language on

gender, body type and sexual preference in order to make customers feel comfortable in-store. Throughout the lessons, participants learn tools to practice personalized, consultative selling to help customers find products that truly best meet their needs. They also teach retail associates how to talk about sex with customers in a comfortable and non-judgmental way, creating a sex-positive environment.

Become a Community Resource

Elevate U gives retailers necessary tools so they can serve as a sexual health resource in their community. With the disappearance of sexual resource centers, limited sex education and society's taboo view of sex, adult stores have become a refuge for people to learn more about themselves and their bodies. By creating a sex-positive reputation through customer service skills, expertise and knowledge about sexual health topics, stores can become the local go-to place for sex education and pleasure products.

Your Community

Sexual Health Resource

To further elevate a store's reputation as a resource, completion packs are provided to stores that pass the entire Elevate U series. The completion pack contains a window cling, in-store signage, official plaque and more, so retailers can promote their certification while adding a level of trust and credibility for customers.

Increase In-Store Sales

With the sexual health knowledge and customer service skills learned through Elevate U, retail associates can now apply their education in-store, which improves customer interactions. Retailers can drive more sales by building a comfortable and sex-positive reputation, ultimately creating repeat customers and referrals to friends and family. The education gained through Elevate U can help distinguish a retailer as the go-to source for all things sexual health and pleasure product related.

Certification through Elevate U is a remarkable accomplishment that helps retailers elevate their business. Completing Elevate U means participants have the medically accurate sexual pleasure and health knowledge to accurately answer a variety of customer questions and concerns. Learners will also have improved customer service skills through healthier language and advanced selling techniques, which allows customers to feel more comfortable. This award-winning program ensures retailers become a sexual health resource in their community and ultimately increase sales and support their business' continued success.

