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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. One of the basic tenets taught to the employees in training is that "Everyone in the Apple Store is in the business of selling".

Apple Genius Training Student Workbook

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Looking at the published leaked portions of the Apple's Genius Training Student Workbook, you can tell in detail how Apple's employees are trained and taught how to walk, talk and emote like a Genius. It also shows that Apple do concentrate in the business of selling their products.

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They are given a Genius Training Student Workbook that educates them on these skills, but also promotes empathy and psychological training. During training, Geniuses will earn various Apple certifications. They must rectify each year to remain current.

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Apple Genius Jobs - Work as an Apple Genius

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