



RETAIL Management

Course Introduction:

Many retail store sales agents may believe that focusing on sales and achieving sales targets will necessarily affect the level of customer service they provide. However, when retail employees focus on how their customers feel and make decisions throughout the experience, they deliver excellent service and develop valuable two-way RELATIONSHIPS. Building customer relationships and meeting their needs is at the heart of this selling skills course specifically designed for frontline retail sales professionals.

Course Objectives:

By the end of the program, participants will be able to:

- Analyze store operations, supervise employees and manage inventory.
- Understand customer behavior in a retail environment.
- Develop successful sales plans to grow store profitability.
- Produce a positive shopping experience.
- Use proper merchandising and promotional strategies to improve sales performance and customer loyalty.

Who Should Attend?

Senior retail managers who want to discover the various traits of successful retail management through actual case studies and industry best practices that showcase the required skills and strategies.

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Course Outline:

The Retail Environment and Challenges

- Retailing Defined
- Today's Retail Environment
- The Pillars of Retail (7Ps) and Related Metrics
- Retailing and Marketing Channels

Retail Strategies and Business Intelligence

- Retail Competitive Strategies
- The 5 Dimensions of a Retail Strategy
- The EST Model: Achieving Strategic Positioning
- Assessing Strengths and Weaknesses for Better Positioning

- Retail Leadership Guidelines
- The Components of Retail Business Intelligence
- Business Intelligence and Retail Operations

Store Sales Performance Metrics

- Critical Performance Questions
- What to Measure and When?
- 15 Key Retail Metrics
- The Strategic Profit Model (DuPont Analysis)
- Computing the Store's Return on Net Worth

Retail Sales Management and Coaching

- The New Role of the Retail Sales Associates
- Relationship Selling and Retailing
- The Retail Sales Management Process
 - Hire
 - Train
 - Set Goals and Objectives
 - Define and Measure Metrics
 - Motivate
 - Performance Evaluation
 - Rewards and Incentives
- Retail Performance Management
- The Critical Components of Retail Performance
 - Improve the Quality of Leadership
 - Instill a High Performance Culture
 - Develop and Implement HR Programs and Processes
- Evaluating Individual Performance Levels
- Developing Balanced Scorecards (Store and Retail Sales Associates)

Customer Service Management

- Trends in Customer Relations
- Shaping Customer Perceptions
- Developing Your Own Service Strategy
- Customer Service Requirements
- Key Ingredients of Service Strategy

- Facts about Customer Complaints
- A Retail Success Blueprint

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

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Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session