

RETAIL MANAGEMENT SKILLS

Retail Managers are the gate-keepers standing between irrelevance and a memorable customer experience. Your competition is now a click away. With lesser foot traffic, every customer that walks in must minimally walk out with a positive experience. This programme allows Retail Managers to review the current level of customer experience, pick up new managerial ideas and redefine the rules of the game.

Participants will be sensitised to the variety of shopper behaviour and armed with the tools to leverage that information to close a deal. They will learn the four key fundamentals of store operations and be introduced to the "Retail Scorecard". Having the added responsibility of people management, they will learn how to put the right team together by maximising the strengths of some to minimise the flaws of others.



LEARNING OUTCOMES

- Understand the core competencies of a Retail Manager.
- Develop a strong understanding of customer behaviour.
- Learn to deliver consistently memorable and exceptional customer service.
- Acquire people-development skills to train others to deliver great service.
- Understand and practise the "Retail Scorecard" to optimise operations.



PROGRAMME HIGHLIGHTS

- The Customer
- The Groundwork
- The People Factor
- The Retail Scorecard
- The Next Level



TARGET AUDIENCE

- Managers
- Team Leaders



METHODOLOGY

- Group Discussions & Reflection
- Interactive Learning
- Hands-on Application



DURATION

2 Days

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