

SSM 08 – ADVANCED RETAIL MANAGEMENT

INTRODUCTION

Managing a retail business becomes more demanding year-by-year as trading conditions create turbulence and unforeseen demands. The global and international communications links and networks make it much easier to pick out both the star performers as well as those with tarnished images. The overall reputation of the hard-working retail industry is always at stake.

Nothing is ever quite as easy as it sounds or first appears, however, an in-depth analysis of the issues at stake will definitely contribute to a better understanding of the constant challenges faced by retailers everywhere.

WHO SHOULD ATTEND?

This course is aimed at retail managers who wish to review or upgrade their current retail management skills.

COURSE CONTENTS

Session 1 – Characteristics of the Retail Industry

Trends and Developments in the Global Retail Industry

- Global Patterns influencing Retail Chains Worldwide
- The Free Market and Globalization
- International Cooperation Initiatives

The Changing Ways of Retail Business

- Shifting the focus towards customers' requirements
- Combining products and services
- Standard vs. tailor-made products and services
- Sales by the whole organisation (not just by salespersons)

Future Challenges

- The 'one step ahead' attitude
- Seeking out competitive advantage/s
- Establish unique selling points
- Identifying competition for customers' scarce resources

Session 2 – Putting Concepts into Practice

Concepts of Retail Management

- Quality, Range, Price and Availability
- The Image Factors: The Corporate vs. the Pavement Image
- Company policies: Service standards and price promises

General Conditions for a successful Retail Business

- An ideal location
- Trade Licenses and Legal obligations
- Running costs, overheads and investments
- Establish demand and supply for products and services
- Evaluating competition in the area
- Identifying a competitive advantage
- Franchising as an alternative option

Sales and Marketing concepts in the Retail Industry

- Different approaches to sales techniques
- Introducing sales strategies
- The salesperson 'personality'
- The Marketing Plan
- Marketing on a tight budget

Why Product and Service knowledge?

- The need for Product and Service knowledge
- Fact as opposed to opinion
- Product and Service Knowledge has to be fluent
- Sources of information
- Comparing products and services
- The tactful use of knowledge

Session 3 – Quality Customer Service

Mastering key communication skills

- Enhancing communication skills
- Business ethics: law vs. correct practice
- Business communication vs. soft skills

Practical Customer Service Skills

- Projecting the right image on telephone and electronic media
- Identifying different types of clients
- Creating a list of FAQs
- Onsite support, In House Support, Retail Service
- Getting to know your clients' requirements

Improving Customer Service

- Dealing with difficult clients
- Negotiating a two-way agreement
- Evaluating past experiences
- When the sale disappears
- Keeping a fresh and updated approach
- Handling job burnout

Session 4 – Health and Safety for Retail

Health and Safety Requirements

- Health and Safety is the responsibility of all
- Health and Safety regulations
- Obligation of employer and employees
- Financial aspects of Health and Safety

Safety First for Customers and Staff in Retail

- Availability of emergency equipment
- Eliminate unnecessary hazards

Basic First Aid

- The first aid kit
- Common health hazards in retail
- Personal safety at work

Prevention is better than cure!

- Manual lifting
- Ergonomics
- Correct and safe use of equipment

Session 5 – Technology for the Retail Business

ICT in Retail for Business Communication

- Internet and Intranet services
- Video conferencing
- Software for retail outlets
- Points of sale (POS)
- Data protection and security

Bar-coding and EDI

- EDI systems in Retail
- Bar-coding systems in Retail

E-commerce in Retail

- The growth of e-commerce
- The e-commerce consumer
- Logistical challenges of e-commerce
- The home delivery channels
- Distribution of online purchases
- The last mile problem and home access systems

ICT for Advertising and Promotion

- Slide shows and demonstrations
- Mail shots and e-mail messages
- Internet, website and online services