



Retail Excellence

Management Development
Programme

This four day programme, now in its sixth season, has been specifically designed by Retail Excellence for retail managers, supervisors and team members with potential. It is ideal for existing managers who have had no formal training or who would like to refresh their skills. It is also applicable to newly appointed managers and team members with potential. This highly successful programme will be delivered during September and October 2017 when delegates will have the opportunity to hear innovative, challenging and engaging content from national and international retail experts.

- Participants will strengthen their management skillset in a broad range of topics
- Good people management
- Team leadership and motivation
- Time management
- Loss prevention
- Sales growth strategies
- Key performance indicators (KPIs)
- Communication skills
- Improving store standards and performance
- Customer service

The programme will be facilitated by James Burke (James Burke & Associates) and will be interspersed with specialist sessions from key retail experts.





Ger Manley, APR Head of Retail, Compu b Ireland and UK

The feedback from the managers was instantly positive. They loved how important they personally were to each stores' success and they also felt our company was interested in their futures. Store managers were thrilled by the fact that unlike other general training programmes, this is focused on retail and you are on the training with fellow store managers. I have sent store managers on the retail programme every time it has run for the last 4 years and will do so again without hesitation.

Denise Hartley, Human Resource Manager, Sam McCauley Chemists

The consensus from all our Managers that attended was they found the course very motivating and it gave them a refreshed energy. It gave them a chance to view how they are doing things and learn about their style of management and how it could be improved and what the key areas to focus on that are worthwhile for the business.

The delivery of the programme was through guest speakers, workshops and group discussions which made it very interesting, practical and educational. They also found it beneficial meeting business owners and managers from other retailers to swap ideas and tips. Absolutely, without hesitation I would recommend the Managers Programme to other retailers and I will definitely be sending other managers from Sam McCauley's on the next programme.

Martin McElhinney, General Manager, McElhinney's Department Store

The sales manager for the store actually requested to attend the programme herself and after hearing very positive feedback from CEOs who had managers attend in the past, knew this manager would benefit. We have seen many changes and improvements and quite quickly. When returning from Day1 of the programme Sandra requested we look at our current KPIs and productivity. She then in turn implemented a training programme educating the managers on WHY we need KPIs and HOW we can effectively set smart objectives around them. She now has the departmental managers working on 3 KPIs which in turn help drive productivity. She has set up structured huddles every morning reviewing the set KPIs and she also has improved all lines of communication between managers and senior teams. Sandra has reinforced the importance of celebrating success by issuing a weekly newsletter and has also created a Managers WhatsApp, which is all working very smoothly. Managers' motivation has improved immensely and they feel the support when measuring the numbers. Sandra was extremely impressed with the levels of speakers and she shared key messages from each. She has shared her sales strategy with the senior teams and we are currently looking at setting plans in place with our Creative Team on how we can enhance our experience for our customers on all levels.





Martyna Turzanska, Nourish

After completing the Retail Excellence programme I could not recommend it more to absolutely all retailers, managers and their staff. The programme not only provides loads of great information but also helps to look at things from different perspectives. It's a great training tool for new managers to obtain fantastic knowledge but also for people working a long time in business, as it helps to keep things fresh and keep improving rather than standing still. The speakers were knowledgeable but at the same very entertaining making the whole learning experience much easier and more pleasurable. I am very grateful for being part of this programme and I think many retailers and their staff would really benefit from attending these trainings.

Dave McClean, Organisation Development Manager, Applegreen

The Retail Excellence MDP continues to be a proven career orientated development milestone for our managers of the future. The programme brings a fresh approach through innovative work streams in retail best practice which our managers then apply to their own retail environments. There is a greater confidence in managers who have attended the programme. We recognise the value of it as a clear learning and development opportunity for our managers and have already planned next year's attendees.

'Super programme throughout... Thoroughly enjoyed it. Will provide an excellent springboard of ideas to create our 2017 sales strategy'

'Very informative, excellent presentations with great footers to work from and easy to understand and implement'

'Fantastic programme, highly recommend to any manager'

'Great programme – thoroughly enjoyed all 4 days. Really energised myself and my team back at the store'

'From Day1 I have implemented the learnings back at the store and with my team. Couldn't believe the immediate results'

'This programme has shown me so much on how to build the business. Totally worth doing – all retailers could benefit'.





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Linda Boucher, Group Retail Manager, Adrian Dunne Pharmacies

Completion of the programme I found that our Managers were motivated and refreshed. They came back to their stores with so many new ideas from both the programme content and listening to other retailers. The speakers were amazing, they were entertaining and engaging and as well as teaching something new, they put a new and fresh spin on what we already know about retailing. The customers service training was excellent and my managers have since refreshed and retrained their staff in this area. I would recommend the programme for managers starting out in their careers and also experienced Managers.

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08:15 **Registration & Coffee**

08:45 **Let's Get Started** - Introductions & Round Table Discussion David Fitzsimons, CEO Retail Excellence & James Burke, Jame Burke & Associates.

09:30 **What's Happening in Retail Today** - In Ireland and Around the World Discussion led by David Fitzsimons and James Burke

10:00 **Strengthening Management Skillsets**

This workshop will focus on the broad management skills required to run a retail business. It will act as a foundation for the entire programme as its content will improve the broader management skillsets of each individual delegate. This workshop will focus on the following topics:-

- Defining management
- Understanding the role of the management
- Delegation Skills
- Motivating your team
- Creating daily plans and work structures
- Setting daily and weekly objectives
- How to cope with the unexpected
- Getting the balance right between the shop floor and administration tasks
- Managing change within the retail environment
- Meeting goals set down by the business owner

11:00 **Coffee | Networking**

11:15 **Strengthening Management Skillsets continued**

12:30 **Joining Forces with Your Team**
Keith Rogers, Head of Retail Ecco

Strengthening Management Skillsets

Day1 – Monday 18th September



Keith Rogers

'Excellent, great speaker and really showed me where I was wasting my valuable time'



Tommy Smyth

'Very informative – really learned a lot in relation to policies/disciplinary/grievance procedures'



Michael Neary

'Absolutely brilliant tips on how to identify shop lifters and how to protect my business from theft'

13:00 Lunch

13:45 Good People Management

Tommy Smyth, MD Tom Smyth & Associates
This session will bring a clear and up to date understanding of best HR practice and open the floor for an intensive Q&A session.

- Essential HR documents
- Most common workplace problems
- Leave Entitlements
- Absence | Lateness Management
- Dealing with Legacy Staff – what a new manager needs to know
- Dealing with difficult team members within a small team
- Performance Appraisals
- Simple tips on running your HR function smoothly
- Group discussion (delegates will be invited to discuss issues which they experience in their store)

15:00 Coffee | Networking

15:15 Prevention by Engagement

Michael Neary, Loss Prevention Manager,
Harvey Norman

A stimulating and highly informative presentation covering what is very much an everyday issue in every retail business

- How do losses occur in the retail environment?
- Prevention is the key
- Differentiating between internal and external factors
- How to combat losses by using existing resources
- Professionalise your business' approach to combating losses
- New trends

16:30 A Gathering of Thoughts

In this session, James will guide delegates to put their key points from the days learnings on paper in order that they will have a clear 'to do' list when returning to the store. Delegates are encouraged to devote this classroom time to put together a strict personal plan which they can implement immediately.

Q&A | Session Evaluation



08:15 Registration & Coffee

08:45 Making It Happen

Key outcomes from the previous sessions discussed – what you have put into action in your store and what has been the result. Participants work in groups to encourage interaction and sharing of information. The chairperson from each group then shares the key responses with the room.

09:30 Developing Aggressive Sales Growth Strategies

Growing sales in retail, by its nature, has to be an aggressive process. This demands a high level of energy, focus and planning from managers and this session will allow participants to gain an insight into the tools which will help grow sales. The workshop will cover topics such as:

- Creating a target driven sales culture within the business
- Exploring the dynamics of setting accurate sales targets using weekly management meetings to review progress and action new initiatives
- Driving sales through promotions
- Highlighting promotional activity
- Developing a marketing plan
- Using local PR to raise brand profile
- Understanding the importance of targeting
- Ready for business best practice
- Managing out of stocks and lost sales opportunities
- Harnessing the staff element in sales growth
- Exploring guerilla marketing tactics
- Understanding the role of social media in retailing

This workshop will also explore the role of the manager and how their direct input can impact significantly on the sales value of the business.

11:00 Coffee | Networking

Developing Aggressive Sales Growth Strategies

Day2 – Tuesday 3rd October



David Fitzsimons

'Very informative, has changed how I will look at KPIs going forward and how they will structure my performance'



Jon Bradshaw

'Absolutely incredible - great insight into unspoken language of humans' body language – could have listened to him all day!'



Michael Killeen

'Excellent insight into CEX; great points on maintaining current customers and the power of the stores' story'

11:15 Developing Aggressive Sales Growth Strategies continued

12:15 Understanding Key Performance Indicators (KPIs)

David Fitzsimons, CEO Retail Excellence

KPIs can be defined as measures that provide managers with the most important performance information to enable them to understand the performance level of their store and the wider organisation. KPIs should clearly link to the strategic objectives of the organisation and therefore help monitor the execution of its business strategy; "If you can't measure it, you can't manage it." The trouble is many companies don't know what to measure. The result: bad management, mixed messages, confusion and employees focusing on the wrong thing. KPIs need to be handled with care. We will delve into the world of KPIs and explain how to set and measure those most relevant to your business.

13:00 Lunch

13:45 Connect. Interact. Communicate

Jonathan Bradshaw, The Meetology Lab

The ability to connect with others is one of the most important skills we can improve. Face to face communication and the ability to influence and persuade people is hugely relevant in the retail sector. Jonathan leads a team of psychologists and behavioural scientists who study the fascinating psychology behind effective interpersonal communication.

In this engaging and interactive session he will explore the science behind how the brain has evolved to make us the social creatures that we are today whilst, in addition, delving into his rich archive of behavioural research to present insights, as well as practical tips, tools and techniques, on how to revolutionise your performance by connecting more effectively with your team and your customers. Jonathan will leave you armed with the tools to maximise your performance by connecting with others at work like never before.

15:15 Coffee | Networking

15:30 Experiential Retail Increases Sales

Darren Smyth, Group Head of Retail, Shannon Group

Darren will share his valuable experience on how Shannon Group created a new retail brand designed to entertain and engage customers. He will explain how experiential retail offers every store the best chance to counteract online competitors and the positive response also from the team to the new style experiential store.

16:30 A Gathering of Thoughts

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Q&A | Session Evaluation

08:15 Registration & Coffee

08:45 Making It Happen

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09:15 Alf Dunbar – You Are The Difference

Alf Dunbar will deliver this session on how you and your team can increase your sales and the level of customer service which you are delivering. The way a person feels does affect how they behave which in turn affects the results they achieve. This session works because not only does it help people to think differently about the customer, it also helps them to think differently about themselves and the service they deliver. When the skills and techniques within the You Are the Difference Sales & Service Coaching Programme are used on the shop floor, everyone wins. You will receive a book of guidelines to bring back to store which will enable you to coach your team on the techniques.

- Develop the skills, knowledge and confidence to deliver a world class welcome and engage with customers in a relaxed way
- Perfect the art of link-selling and up-selling
- Learn how to close the sale in a natural, non-pressurising manner
- Create a positive momentum within your store impacting on how you and your team think about customer service
- Increase ATVs
- Encourage the customer to re-visit the store through the delivery of exceptional service provided

Improving Store Standards and Performance

Day3 – Monday 16th October



Alf Dunbar

'Fantastic! Thoroughly enjoyed – was totally engaged from start to finish. So inspiring'



James Burke

'James is just brilliant – excellent content and I have loads to put into action back at my store. His tips, guidance and advice throughout the programme is priceless'

11:00 Coffee | Networking

11:15 Monitoring and Improving Store Performance
- Understanding Key Financial Measures

This session will identify all of the key financial measures a manager should use to monitor store performance and determine actions appropriate to improving poor performance under each of these measures. We will also focus on understanding the finances and financial mechanisms necessary to run a retail business

- Understanding the key retail financial measures
- Top negotiation tips to secure a better deal
- How to achieve maximum support from your suppliers
- Creating your own financial dashboard to help run the business
- Understanding how to create and monitor targets
- Margin management opportunities
- Improving profit
- The importance of USP in your business

13:00 Lunch

13:45 Monitoring and Improving Store Performance continued

15:00 Coffee | Networking

15:15 Guest Speaker

16:15 A Gathering of Thoughts

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Q&A | Session Evaluation

08:15 Registration & Coffee

08:45 Making It Happen

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09:15 Delivering a Bespoke Action Plan

During this final management session each participant will create a 12 month sales growth plan bespoke to their own business. The objective of this plan is to ensure programme learnings can be converted to real outputs. The sales growth plan will include content on:

- Actions arising from the business SWOT
- Marketing and digital marketing plans
- Staff training plans
- Free PR activity
- Profit Improvement steps

11:00 Coffee

11:15 Delivering a Bespoke Action Plan continued

12:00 Customer Experience Excellence for Your Store

Michael Killeen, Chairman, Dialogue and founder CXi.org
Customer Experience (CX) excellence will help your retail business ring fence your best customers. And when delivered brilliantly, your customers will gladly recommend your store to their friends, family and colleagues. This session takes you through a tried and tested CX framework that will help you deliver CX excellence in your own store immediately. This workshop will cover:

- What is CX and why it's critical to Irish retail business today?

Delivering a Bespoke Action Plan

Day4 – Tuesday 31st October



Matthew Brown

'I was blown away with Matthew's presentation. So informative – great insights into what's ahead for us in retail!'



Victor Timon

'Retailers' Rights is a very grey area but Victor was really informative'

- What does Remarkable CX excellence look like?
- The six pillar framework and how it will help you deliver CX excellence to your own customers
- Insights on the Irish consumer and why they are demanding CX excellence
- Motivating and empowering your staff to deliver CX excellence
- Killer actions to deliver in your store tomorrow

13:00 Lunch

13:45 Retail to 'Me'Tail

Matthew Brown, The Echochamber

In a highly visual and entertaining presentation, retail trend hunter Matthew Brown will show how the most innovative brands are changing bricks and mortar stores and putting the customer at the heart of retail, in order to create a seamless brand experience.

15:45 My Take on Business

Bobby Kerr, Chairman of Insomnia Coffee

16:15 Evaluations | Presentation of Certificates of Attendance

16:45 Conclusion



Booking Information

Please Note: A limited number of places are available on the programme.

Investment:

€975 plus VAT

Fee includes course material, refreshments and light lunch.

Payment must be received prior to programme commencement.

To Book: Register online at www.retailexcellence.ie Where you wish to register more than 10 delegates please contact helen@retailexcellence.ie

Further information: If you would like more information on the Retail Management Development Programme, please contact helen@retailexcellence.ie | 065 6846 927

Changes to Booking:

All cancellations must be made in writing to Retail Excellence by Monday 4th September 2017. No fees will be reimbursed after this date however substitutes may be made at any time prior to the event.

Location:

The programme will be delivered in The Crowne Plaza Hotel Blanchardstown.

Accommodation:

Retail Excellence has agreed a discounted rate with the Crowne Plaza Hotel Blanchardstown. However, there are a limited number of rooms available at this discounted rate so early booking is recommended.

€119B&B Single | €129B&B twin/double

Please inform Reservations that you are attending the Retail Excellence programme when booking.

Contact Number: 01 897 7777

Cancellation or Alternation of the Programme

Retail Excellence reserves the right at any time to cancel or alter the date of the event, change the venue or speakers. In these circumstances, any liability will be restricted to the delegate fee paid. Retail Excellence will not be held responsible for any transport, accommodation or other costs incurred by delegates.



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