



RETAIL SKILLS MANAGEMENT

OVERVIEW

This one day programme is aimed at front line management within the Retail Sector and will provide participants with a comprehensive range of skills appropriate to the front line manager within the Retail Sector.

Duration: 1 day

OBJECTIVES

On completion of this programme, participants will:

- Represent the company appropriately while carrying on day to day tasks
- Conduct themselves in a safe and proper manner while working
- Communicate effectively with customer, colleagues and suppliers
- Deliver excellence in customer care and customer relationship management
- Realise workplace potential through self development and management

SUMMARY CONTENT

- Introducing participants to the concept of the 'brand' and encourage them to represent the brand appropriately to their customer
- Equipping participants with the knowledge and skills to communicate effectively with the customer
- Understanding better the needs of the customer
- Measuring customer satisfaction
- Identifying and overcoming obstacles causing customer dissatisfaction
- Handling complaints and difficult customers more efficiently
- Researching your customer base (interviews and focus groups)
- Improving customer relationship management at all levels
- Managing workload
- Analysing time/prioritising
- Distinguishing between urgent and important
- Controlling interruptions