

# Retail Management Skills Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-12-08

**End Date:** 2026-12-12

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-17

## Syllabus

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### Course Syllabus

#### Introduction

##### 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.

##### Objectives

- 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.

## **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

- 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