

Retailer Edge Extreme Retailing School: Course Description for September 20-24th 2010

Course taught by published author and speaker *Art Freedman* and Executive Consultant, *Brian Chesbro*.

MONDAY

- **Opening session and introductions.**
- **High-Profit Retailing.** Blend the nine crucial elements of successful retailing; ranging from the retail operating plan through top-of-mind awareness; into an integrated system for profit.
- **The Benefits of High-profit Retailing.** Managing by the numbers and competing with the Big Boxes.
- **Leadership and Coaching to Win.** Mastering ways for time-starved retailers to communicate, innovate, prioritize, enable, and inspire their people.
- **Making Your Store into a “Profit-Making Machine.”**
- **Build-in Profitability** through effective retail finance, including budgeting, financial basics and driving your ROI.

TUESDAY

- **Shrinkage.** The five-step process to reduce shrinkage losses in your business.
- **Margin Management.** Using margins as fuel for your business. The three ways to look at every product in your store to maximize profitability while maintaining the right price image.
- **Purchasing Management and Inventory Control Basics.**
- **A High-Profit Retailer’s Vocabulary:** understand terms like, GMROI, Turns, Sales to Inventory Ratio, Weeks of Supply Average Cost, Replacement Cost, Lead Time; and what they mean to your business.
- **Capture Strategies for Predicting what Products will sell.** Track inventory and sales effectively, forecast inventory and anticipate consumer buying patterns.

WEDNESDAY

- **Gaining Competitive Intelligence Store Tours.** Experience and evaluate top retail stores in the Sacramento Area. How to understand and compare the competition to your store.
- **Understand how to create a Category Management Plan.**
- **Store audit debrief discussion forum.**

THURSDAY

- **The Customer Experience.** Evaluating your “stage,” to ensure the best customer-centered performance. Make every customer visit memorable.
- **Creating a Coaching Environment in your store.**
- **Boomerang Customer Service.** Bring the customer back, every time.
- **Build your TOMA** (Top of Mind Awareness) with the customer. Brand, market and advertise to build your image in a focused, not shot gun, way to produce profits.
- **Setting Sales Force Metrics.** use them effectively to track your success rate with each and every customer.

FRIDAY

- **Your Four Point Management Action Plan.** What will you do when you return to your store?
- **Set tactics and strategies to immediately turn your store into a sales-driving machine.**

Contact Meredith Wharton (916) 715-0999 to enroll. Course outline subject to change.

