Marketing & Sales · MS399

Retail Sales Excellence: Store Management, Merchandising, and Revenue Growth

Duration	Category	Ref
1 Week	**Marketing & Sales**	**MS399**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

This course provides a comprehensive theoretical understanding of retail sales and store management. It focuses on key principles of customer engagement, product presentation, pricing strategies, and sales growth techniques within a retail environment. Participants will gain insights into how to manage retail operations effectively, enhance the customer experience, and maximise sales performance across different types of retail settings.

Course Objectives of Retail Sales Excellence

Upon completing this programme, participants will be able to:

- Understand core retail sales principles and customer behaviour
- Apply effective product presentation and merchandising techniques
- Develop pricing strategies suitable for different product ranges
- Identify methods to increase sales and customer engagement
- Understand store layout and customer flow optimisation
- Enhance communication and selling techniques
- Analyse retail performance and improve decision-making

Course Methodology of Retail Sales Excellence

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.

Organisational Impact of Retail Sales Excellence

This training programme will have a positive impact on organisations by:

- Increased retail sales and revenue generation
- Improved product visibility and merchandising standards

- Better customer experience and satisfaction
- Stronger pricing and product positioning strategies
- Enhanced store organisation and operational efficiency

Personal Impact of Retail Sales Excellence

Participants will experience personal growth and development, including:

- Strong knowledge of retail sales techniques
- Improved customer interaction and selling skills
- Better understanding of product selection and pricing
- Enhanced ability to influence purchasing decisions
- Increased confidence in managing retail environments

Who Should Attend

This training programme is ideal for:

- Store Managers and Supervisors
- Retail Sales Staff
- Merchandising and Product Officers
- Customer Service Staff in retail environments
- Individuals responsible for product selection and pricing

Course Outlines

Day 1

Fundamentals of Retail & Customer Behaviour

- Introduction to retail management
- Types of retail environments
- Understanding customer behaviour in retail
- Customer segments and buying patterns
- Factors influencing purchasing decisions

Day 2

Product Management & Merchandising

- Product selection principles
- Product categorisation and assortment planning
- Basics of pricing strategies
- Visual merchandising concepts
- Product display and shelf organisation principles

Day 3

Sales Techniques & Customer Engagement

- Principles of effective selling
- Communication and persuasion techniques
- Customer service in retail
- Handling customer inquiries and objections
- Creating a positive customer experience

Day 4

Store Operations & Sales Growth Strategies

- Store layout and customer flow concepts
- Cross-selling and up-selling strategies
- Promotions and sales techniques
- Managing high and low-priced products
- Inventory awareness and stock presentation

Day 5

Retail Performance & Management

- Introduction to retail KPIs (sales, conversion, average ticket)
- Monitoring and improving sales performance
- Staff roles and responsibilities in retail
- Reporting and basic sales analysis
- Continuous improvement in retail operations

Ask us for a date for this course

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