



STORE OPERATIONS FOR MAXIMUM SUCCESS

Program Outline

Retail Math, Metrics & KPI's

- **Introduction-** workshop structure and how our expert instructor will help you with this important area of your retail business; you'll see how DMSRetail can teach you how to make retail math and metrics uncomplicated and how to make it work for you.
- **6 Pillars of Retail** – you'll learn how to analyze the foundational pieces of retail (pillars), and you'll learn about a brand new and very important pillar.
- **Definition and explanation of terminology used in Retail Math** – you'll become familiar with all of the terms and what they mean.
- **Key Performance Indicators-** you'll learn what you need to measure to stay on top of the performance in your store, how to make the calculations and how to interpret the results so you can take action; we teach you what actions you can take based on the results.
- **Commonly Used Formulas** – you'll learn all about formulas that are used in retail math and in retail business in general.
- **Open-to-Buy & Sell-Thru Scenarios** – examples fully explained to give Store Managers a basic understanding of the OTB process.
- **Store Operating Statement (P&L Statement)-** you'll learn what this statement is all about; how to read it and make sense of it so you can begin to take actions to improve it.
- **Balanced Scorecards and Their Implementation in Retail Management** – you'll learn all about the importance of this very powerful and easy to use management tool; learn how to create Balanced Scorecards for your store and sales associates. You will practice this under the guidance of an expert instructor. Balanced Scorecards are used



- to summarize your most important KPI's on one page – right at your fingertips - while considering all angles of your store operation: Financial, Customer, Processes and Growth & Development

The Store Manager's Keys to Success

- Hiring Right – Interviewing Sales Associates
- Effective Retail Sales Management
- Productive Staff Meetings
- Non-Monetary Rewards
- Performance Management and Coaching for Results
- Building and leading a High Performance Team of Sales Associates
- Top 5 Factors that Determine the Success of Retail Operations

Customer Focus at the Front Lines

- Attributes of the "Customer Centric" Front Line Employee
- Lifetime Value of a Customer
- The Service – Profit Chain at Store Level
- Do's and Don'ts of Customer Service for Maximum Loyalty and Profit

Q & A

Certificate Awards

Who Should Attend: Store Managers and any other in-store personnel with supervisory responsibilities.

Duration: 2 days; 9a.m.–5 p.m.

Workshop Fees:

\$995 per person; \$795 per person in a group of 3 or more.

Workshop fee includes presentations, several break-out sessions designed to ensure full understanding of material presented, continental breakfast, full lunch, refreshments and all take away materials.