



Certificate in Retail Management



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Meirc
Training & Consulting

Why Attend

This course helps existing and potential retail managers acquire the required knowledge and apply the needed skills to grow their businesses and careers. The course provides knowledge and understanding of retailing in the 21st century and shows how managers can contribute more to the success of their organizations. The course delves into the critical strategy development steps necessary to manage retail sales associates, create critical retail metrics to measure performance, and devise a retail sales management approach that really works.

Course Methodology

The course uses a mix of interactive techniques such as videos, brief presentations by the consultant and the participants, group workshops and case studies, self assessment tools and relevant templates.

Course Objectives

By the end of the course, participants will be able to:

- Build awareness of the retail industry to foster career growth among people who work in retail
- Assess their own strengths and weaknesses to devise sustainable strategies to survive and grow in competitive markets
- Create and analyze retail metrics to monitor store performance and enhance retail staff productivity
- Explain the retail sales management process and lead, coach, and motivate retail sales associates
- Develop and implement HR processes and balanced scorecards to evaluate store and individual performance levels
- Interpret customer behavior in a retail environment in order to produce a positive shopping experience
- Devise an exceptional customer service roadmap to improve customer loyalty and boost sales in a record time

Target Audience

Most participants on this course are retail employees looking to take their retail organization and careers to the next level. The course is also appropriate for new sales managers and assistant managers as well as anyone pursuing a management career in retail or a related industry.

Target Competencies

- Retail metrics
- Retail planning and strategies
- Recruiting retail sales associates
- Retail sales management
- Retail sales process
- Customer service
- Retail dashboards and scorecards

Course Outline

- 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
 - Evaluate performance
 - Reward and incentivize
- 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
 - Evaluating individual performance levels
 - Developing balanced scorecards (store and retail sales associates)
- Customer service management
 - 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



Associations

Institute of Sales Management (ISM) : Meirc is a recognized center and an endorsed training partner for the Institute of Sales Management (ISM*). This endorsement is a badge of recognition for the high quality sales and marketing training courses offered by Meirc Training & Consulting. Upon successfully completing any of these courses, participants will be awarded an ISM Certificate in addition to the certificate they receive from Meirc Training & Consulting.



* **ISM** is the UK's largest professional body for salespeople and is the authoritative voice of selling and the custodian of sales standards, ethics and best practice. The core mission of the ISM is to promote standards of excellence in sales and sales management and enhance the prestige, integrity and profile of the sales profession as a whole and to inspire sales and marketing personnel to greater heights of achievement. ISM qualifications are vocationally-related, globally-recognized and are overseen by the UK government's regulator Ofqual so you can be sure they meet the highest standards.

Meirc Professional Certificate (MPC)

MPC certified courses by Meirc Training & Consulting are designed for those willing to challenge themselves and go the extra distance. Participants who fully attend an MPC course and successfully complete the test on the last day, will receive a Meirc Professional Certificate (MPC), in addition to the one they receive for full attendance. MPC certificates are regionally recognized and can be quite valuable when applying for more senior roles within the organization or outside.



Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2020

US\$ 4900

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003

This course is endorsed by the Institute of Sales Management (ISM).

Courses in Marketing and Sales

Dates	Course Name	Language	Location	Fees
1 - 5 Dec, 2019	Certified Marketing Professional	English	Dubai	US\$ 5200
8 - 12 Dec, 2019	Advanced Digital Marketing 	English	Dubai	US\$ 4900
8 - 12 Dec, 2019	Strategic Account Management	English	Dubai	US\$ 4900
15 - 19 Dec, 2019	Certified Business Development Professional	English	Dubai	US\$ 5200
19 - 23 Jan, 2020	Digital Marketing Hands-on Masterclass	English	Dubai	US\$ 5200
26 - 30 Jan, 2020	Strategic Account Management	English	Dubai	US\$ 5200
2 - 6 Feb, 2020	Core Marketing and Sales Skills for Business Professionals	English	Dubai	US\$ 5200
1 - 5 Mar, 2020	Certified Marketing Professional	English	Dubai	US\$ 5200
8 - 12 Mar, 2020	Advanced Digital Marketing 	English	Dubai	US\$ 5200
8 - 12 Mar, 2020	Sales Professional Certificate	English	Dubai	US\$ 5200
15 - 19 Mar, 2020	The Strategic Marketing Plan	English	Dubai	US\$ 5200
22 - 26 Mar, 2020	Certified Brand Manager	English	Dubai	US\$ 5200
29 Mar - 2 Apr, 2020	Customer Experience (CX) and Brand Activation Professional	English	Dubai	US\$ 5200
5 - 9 Apr, 2020	Certified Business Development Professional	English	Dubai	US\$ 5200
12 - 16 Apr, 2020	Digital Marketing Hands-on Masterclass	English	Dubai	US\$ 5200
21 - 25 Jun, 2020	Sales Professional Certificate	Arabic	Dubai	US\$ 5200
5 - 9 Jul, 2020	Certified Marketing Professional	Arabic	Dubai	US\$ 5200
12 - 16 Jul, 2020	Certified Sales Manager	English	Dubai	US\$ 5200
6 - 10 Sep, 2020	Certified Business Development Professional	English	Riyadh	US\$ 5200
13 - 17 Sep, 2020	Core Marketing and Sales Skills for Business Professionals	English	Dubai	US\$ 5200
27 Sep - 1 Oct, 2020	The Strategic Marketing Plan	English	Dubai	US\$ 5200
4 - 8 Oct, 2020	Certified Brand Manager	English	Dubai	US\$ 5200
11 - 15 Oct, 2020	Strategic Account Management	English	Dubai	US\$ 5200
18 - 22 Oct, 2020	Certified Sales Manager	Arabic	Dubai	US\$ 5200
25 - 29 Oct, 2020	Digital Marketing Hands-on Masterclass	English	Dubai	US\$ 5200
1 - 5 Nov, 2020	Marketing Communications and Media Planning Workshop	English	Dubai	US\$ 5200
15 - 19 Nov, 2020	Sales Professional Certificate	English	Dubai	US\$ 5200
22 - 26 Nov, 2020	Customer Experience (CX) and Brand Activation Professional	English	Dubai	US\$ 5200



Courses in Marketing and Sales

Dates	Course Name	Language	Location	Fees
29 Nov - 3 Dec, 2020	Certified Business Development Professional	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	Advanced Digital Marketing PLUS	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	Certified Marketing Professional	English	Dubai	US\$ 5200



Meirc Timeline

