

Retail Virtually

Retail-Active

This 1 (one) hour seasonal webinar is suitable for active retailers who want to keep up to date with hot topics for today's retail.

Access for a video delivered straight to your inbox

Retail-Progressive

This 3 (three) hours live interactive workshop is suitable for retailers who want to progressively grasp a modern perspective on core retail skills.

Register for \$110/topic/person to join an intensive style workshop facilitated by retail experts

Retail-Exclusive

This 3 (three) hours live specialist workshop is suitable for retailers who want to deep dive into specific retail skills.

Register for \$195/topic/person to join an exclusive style workshop facilitated by retail specialist

Available Topics

Customer experience in times of social distancing

The webinar covers the implications for brick and mortar retail and high touch environment

Resilience, resourcefulness and adaptability

The webinar covers on how to nurture employee well-being and mental health in challenging times

From bricks and mortar to online

The webinar covers on how to evaluate what's right for your business as retail continue to evolve

Tell the story your customers want to hear

The webinar covers on how to adapt your visual merchandising to reflect the priorities and opportunity of life in 2020

Cut through on a budget

The webinar covers the latest creative and compelling trends in social media marketing for small business

Recruitment and retention for modern retail

The webinar covers people strategies from employers of choice to attract talent and drive engagement

Available Topics

Get strategic with eCommerce

The workshop covers:

- Evaluate your business and the current eCommerce landscape
- Select an appropriate eCommerce platform and plan a content strategy
- Facilitate eCommerce with inventory logistics planning, payment solutions, fulfillment, after sales and customer data management

Start smart with online customer experience

The workshop covers:

- Use online platforms to deliver the desired customer experience for your brand
- Ensure an engaging website experience to boost loyalty and referrals
- Effectively manage refund, exchanges, customer difficulties and complaints across online platforms

Immersion into finance

The workshop covers:

- Store budget fundamentals
- Rostering secrets to maximise your headcount
- Business analysis basics - cashflow, profit and viability

Immersion into leadership

The workshop covers:

- Leading through change
- Building cohesive and engaged teams
- Cultivating creativity and curiosity to turn challenge into opportunity

Immersion into visual merchandising

The workshop covers:

- Timeless principles of visual merchandising
- Visual merchandising and the customer experience
- Designing easy to execute VM standard

Immersion into customer services

The workshop covers:

- Creating a customer centric environment
- The art of sales through storytelling
- CRM management and events

Available Topics

Deep dive into merchandise strategy & retail analysis

The workshop covers:

- Research & Data collection (Suppliers/stores/customers/reports), Trends, Internal and External Environment, SWOT, competitors, Grow/maintain/exit, objectives, KPIs, Action Plan

Deep dive into retail merchandise financials

The workshop covers:

- Profit/Loss, Cash Flow, Gross Profit & Managing Markdowns, Inventory levels, Key Ratios/Metrics/Formulas, 6:1-5, Budget basics, OTB, GMROI, Category Plan, Margin Mix, Replan

Deep dive into product range assortment

The workshop covers:

- Target Markets Needs, Post Data Analysis, USP, Category Financials, Family Tree, Pricing Architecture, Assortment Plan (Width/Depth/Breadth), Product Life Cycle, Core/Seasonal/Fashion/Fad/Event, Trends, Viability, Aged stock action, quantification, feedback & consultation, Allocation, Critical Path, Product Briefing, Private Label, Orders, Communication

Deep dive into supplier evaluation

The workshop covers:

- Collecting supplier information, Supplier evaluation measurements, new supplier selection, Development of product, Ethics, sustainability, Critical Path, Negotiation variables, building relationships, quality control, legal awareness, corrective action

Deep dive into retail marketing

The workshop covers:

- Customer segmentation, new/existing customer strategy, loyalty, low cost marketing opportunities, competitive advantage, review history, KPIs/benchmarks, promoting profitably, promotional calendar, digital and traditional promotional tools, legal promotion awareness.

Package for In House Training - Retail-Progressive

- 3 hours live interactive workshop
- Up to 20 people in 1 session
- Group discount available

Package for In House Training - Retail-Exclusive

- 3 hours live interactive workshop
- Up to 20 people in 1 session
- Group discount available