

## Yourself & Your Team in Retail Management



A 2 - days Workshop by Dzul Karnain Musa

### Retail Management Workshop will work on your

- Customer Service/Care/Support
- Customer Relations & Affairs
  - Human Resource
- Service Enhancement / Delivery
- Total / Service Quality / Quality Assurance



### The BIG Picture

Whether you are an individual or a large company, everything else being equal, **the best way to improve your bottom line is to improve your top line.**

Sales are what drive almost all businesses and the retail business is front and center with this concept. The higher total sales numbers will create larger dollar budgets for advertising and other inter-company investments, creating a cycle of growth and prosperity.

The challenge that the current economy presents is a giant opportunity for everyone to look within and improve their organization from the ground up. This program will help the organization

- ✓ **to manage their retail business effectively,**
- ✓ **to close more sales at higher margins consistently,**
- ✓ **exceed past performance,**
- ✓ **increase customer satisfaction and retention.**

You and your company will become more efficient, stronger and more prepared to handle any rough waters that lie ahead.

### Topics to be covered:

- Overview, Goals & Expectations
- Retail Sales Skills & Operations Success Blueprint to Maximize Sales & Profits
- Master the use of the Telephone as a Sales Tools & Development of Telephone Talent
- The Retail Manager's Keys to Success
- Application of Retail Metrics, KPI's and Utilization of Business Intelligence
- Great Retail Customer Service & Focus at the Front Lines

For more information, please contact

IDC TRAINING HOUSE SDN BHD TEL: 03-7956 5126 WWW.IDC-TRAINING.COM

HRD Approved "Class A" Training Provider (since Year 2002). Registered with Ministry of Finance.

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## You Will Learn

We will teach you how to better discover and satisfy your customers needs, so that you can better apply the highly successful concept of solution based on selling and steer away from the trap of price based selling.

You will come to understand how to apply Positive Mental Attitude in a way that actually allows you to will your way to better sales, higher ticket average and more UPT (Units Per Transaction). Redirect energy away from the "Customers are Tire Kickers" attitude and toward embracing the "All Who Enter These Doors Shall Buy" mentality.

You will learn to think, move, act and present yourself in the same way of highly successful retailers. This training will actually take it one step better because your personality is one of a kind and this training allows you to apply yourself to these winning tactics and strategy.

## Trainer's Background DZUL KARNAIN BIN MUSA



An excellent communicator and business coach drawing from an enviable MNC background of customer service, corporate training and business operations management credentials spanning over 30 years.

Dzul is a very experienced practitioner, providing customized learning solutions and training for business to increase productivity and profitability, through performance management, leadership and team development.

He brings with him a wealth of experience gathered from his previous job responsibilities that includes:-

- ✧ Positions held as Director of Customer Service / Associate Director / Regional Compliance Controller.
- ✧ Reporting directly to CEO & Retail Operations
- ✧ Managing the total operational staff strength of over 1,200 personnel including Branch, Warehouse Managers and 8 Regional Controllers.
- ✧ Meeting and negotiating with top level government officials including at ministerial level.

Dzul's approach to training and consulting are practical and results-oriented. It is filled with ideas and skills that are customized to provide a catalyst to dramatic improvement in all areas of human resource performance.

He is able to share his experiences to achieve greater heights in developing and grooming successful leaders.



## Who should attend?

Senior Managers, Managers, Heads of Departments, Assistant Managers, Supervisors, Executives, Sales and all non-executives personnel of;

- ✓ Customer Service / Care
- ✓ Contact / Call Centre
- ✓ Client Services
- ✓ Helpdesk
- ✓ Marketing & Sales Manager
- ✓ Service Enhancement / Delivery
- ✓ Secretarial / Personal Assistant
- ✓ Customer Relationship Management
- ✓ Total Service Quality
- ✓ Quality Assurance
- ✓ Human Resource
- ✓ Administrative