

Professional Retail Training of International Excellence

Training Made in Germany



Skill your staff

- More sales with trained staff
- Higher commitment
- Less staff turn-over

Be Prepared for Requirements in the Retail Sector

Meeting Requirements of Economic Growth

India is witnessing an immense growth in the retail sector. Key drivers for this development are changing consumer profiles, increase in the number of international brands, increasing urbanization, credit availability and improvement in infrastructure. With these changes come requirements

as well as opportunities. A motivated, well-trained and service-oriented staff will go a long way in maximizing your businesses potential.

Choose quality training now to give your business an edge over your competitors!

Training Approach

Based on up-to-date learning theory and teaching knowledge the training program applies an action-oriented approach:

- True-to-life reference situations are important for professional practice (learning for and from action).
- Practical exercises relate to the working context (learning by doing not by observing).
- The trainee actively plans, executes, evaluates and corrects his activities within a training.

FORUM Retail Training Modules

We customize our Retail trainings to your company's needs by choosing from our wide range of training modules.

Module 1:

Leadership and management skills in retail

In a retail business, leading personnel holds a number of tasks and responsibilities ranging from training employees to motivating or criticizing team members, communicating or taking decisions. Developing required skills and provide useful tools are key elements of this training module.

By the end of the training module, the participants will be able to

- Take up role and responsibility as a senior retailer
- Manage, supervise, guide & motivate sales personnel/ teams
- Understand team dynamics and how individuals impact each other while working together
- Understand leadership styles and the complexity of a manager's role
- Deal with challenges in leading position
- Reflect on the subordinate's perspective to facilitate teamwork and leadership
- Use practical management tools
- Reflect own strengths and weaknesses
- Schedule, prioritize or even refuse tasks
- Efficiently delegate as this is essential for efficient time and task management

Module 2:

International Retail Management

Globalisation as well as economic development in some countries, in particular in India is increasingly leading to retailing activities and partnership across borders, which poses major challenges in setting up adequate business structures.

In order to meet these demands the training module is designed to enable the participants to

- Improve communication in international teams and with international customers
- Apply international best practices in Retail
- Design an international marketing strategy

Module 3:

Supply Chain Management

Supply Chain Management is a complex task of managing complex networks, processes and activities of a company. In brief it is "the art of providing the Right Product, At the Right Time, Right Place and at the Right Cost to the Customer."

By the end of the training module, the participants will be able to

- Understand their businesses supply chain holistically
- Improve adherence to delivery dates and delivery readiness
- Shorten product development time (Time-to-Market)
- Shorten time for order fulfilment (Time-to-Customer)
- Reduce excess stocks along the supply chain
- Improve reaction time and adaptability of the supply chain
- Reduce costs by grouping and coordinating of production, orders and transport
- Increase capacity utilization
- Improve sales planning

Module 4:

Customer relation & services

Excellent customer care is the key issue to support your company's success. However growing competition may lead to failure, if customer requirements are not fully understood and met by your products and services.

This training module will support to professionalize customer interaction to meet global standard and to enable the participants to

Training Modules

- Understand customer expectations, show interest in his needs and increase level of customer satisfaction
- Lead professional, customer oriented conversations
- Build up customer relation in a short period of time
- Apply knowledge of the retail business to respond to customer enquiries
- Improve attitude and self-presentation
- Gain self-confidence and feel comfortable as a professional salesperson
- Improve each stage of the sales process
- Deal with client objections and complaints
- Handle customer calls professionally

Module 5:

Identification with the retail business

Representing a company in a credible manner is required by every employee and has the function of a business card. It is thus an essential marketing tool, which is often underestimated. The vocational training in Germany took note of this fact and included this module in every training course within their dual system. This module can easily be combined with any other module.

After finalization of this training module, the participants will be able to

- Collect information on own retail business step by step
- Understand organisational structure, corporate relations, products/services, targets of the retail business
- Compile, reflect and present information related to the retail business
- Gain motivation, initiative and „hands on“ mentality

Module 6:

Managing the cash counter

Cashiers are challenged with a maximum number of customer interactions. Efficient and correct handling of goods and money is crucial and requires special skills.

By the end of the training module, the participants will be able to

- Master the cash counter handling process
- Improve managing of queues, stressful situations and handling other services at a cash counter
- Recognize counterfeit cash reliably
- Understand the technical basics of the cash counter system
- Internalize the principle „no booking without evidence“
- Safely bill different means of payment, including card payments
- Safely handle special payment cases

Module 7:

Hygiene and Health

Hazard Analysis and Critical Control Points (HACCP) is a globally recognized and accepted method for food safety assurance and it is increasingly important for Indian companies becoming global players in food-related industries.

By controlling major food risks, the Indian industry can assure national and international consumers that its products are safe and foodborne risks for public health reduced to a minimum level.

By the end of the training module, the participants will be able to

- Identify hygiene, health and safety hazards
- Manage food safety by applying international concept of HACCP
- Recognize threats to health
- Recognize the connection between hygiene and loss through spoilage

Module 8:

Keeping and Managing Stock

This training module is meant to stress the importance of understanding the stock mix of a company and the different demands on that stock. It is strongly linked to supply chain management as the management of the inventory in a supply chain requires both, managing the quantities as well as the costs of goods.

By the end of the training module, the participants will be able to

- Understand the importance between stock, inventory and cash flow
- Understand the sequence of a supply chain
- Handle goods efficiently
- Control safety aspects of storage
- Manage stock and handle discrepancies
- Handle excess stock, damaged stock, transport of goods and documentation

Module 9:

Branch-specific Product and Merchandise Knowledge

Product and merchandise knowledge of a retailer play an essential role for meeting the requirements of the customer and increasing sales. Training in this field is part of the German vocational training in retail and a core competence of FORUM International Training. In this training module the participants will realise that understanding the product creates retail sales success. They will learn e.g. how the product is produced or processed, the value of the product, how the product should and can be used, and how particular products match with one another.

Specific knowledge will be transferred, among others, in one of the following retail sectors:

- Luxury goods:
 - Jewellery
 - Cosmetics
 - Wine
- Electronics
- Food
- Organic food
- Clothing
- Sports



— About us



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FORUM International provides vocational training and further education made in Germany. FORUM currently serves over 3,000 learners and can show for 40,000 successful graduates since 1985. Today it covers a wide range of educational fields, offering courses, seminars and distance learning courses e.g. in Retail, Office Administration, Tourism & Hospitality, Health Care, Entrepreneurship. In its main branch in Germany's capital city of Berlin up to 300 employees, teachers and trainers take care of professional training.

FORUM International has set out to promote its innovative system of customized modular education by highly qualified personnel and to implement with profound expertise gained from more than 25 years of educating people in all fields of modern industries.

References:



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