



## **INTO Action - Retail workshops £75 (min 5 people)**

A series of INTO ACTION WORKSHOPS to help develop and consolidate retail skills. All workshops are for **three hours** and are delivered by experienced trainers who know and understand the difficulties retailers face.

Training will take place in the **Work Zone**, Shepherds Bush Library, Opposite Debenhams, Westfield London, 6 Wood Lane, London W12 7BF.

### **Understanding and preventing fraud for retailer: Tuesday 9<sup>th</sup> February a.m.**

This workshop starts with the premise that fraud is big business to individuals and bad business for retailers. Learn from a professional the tips and tricks of preventing fraud. Our facilitator is an experienced ex policeman who can show you different ways of keeping ahead of the fraud game.

### **Marketing in practice: Thursday 18<sup>th</sup> February a.m.**

Work with an experienced marketer at using marketing skills to your best advantage. Learn tips and tricks of effective marketing techniques that can improve sales and the way you see your customer, and they see you.

### **Ensuring customer satisfaction: Tuesday 2<sup>nd</sup> March a.m.**

The basic principles of delivering a good service to customers is by putting yourself in your customers' shoes, following through the sales process and valuing customers as more than one off transactions. This three hour workshop will help you with practical strategies at each of these stages, from greeting, understanding, delivering and retaining of your customers.

### **Competitive customer service: Tuesday 9<sup>th</sup> March p.m.**

Make your approach to customers stand you out from the crowd. This three hour workshop will concentrate on practical skills that will help you define your approach to customer service, with your own customers in mind. You will use the top 10 customer skills to review your own retail outlet.

### **Giving and receiving feedback: Thursday 18<sup>th</sup> March a.m.**

Giving and receiving feedback is an important skill for all managers. It's not just what you say, but how you say it. This three hour workshop focuses on the different ways you can give feedback and in differing situations, including praising, supporting and reviewing work load. We will also look at how you should receive feedback and how this impacts on your development.

### **Conflict resolution: Thursday 25<sup>th</sup> March p.m.**

Dealing with conflict well, is an important part of every manager's job at some time. This three hour course is designed to help you practice some clear strategies that will enable you to handle potential and real conflicts well. You will explore the route of conflict and how to seek a win win situation. There will be time in the workshop to practice real/role play situations to increase your confidence when handling these difficult situations.

### **Developing people: Friday 23<sup>rd</sup> April a.m.**

This workshop focuses on the practical skills that you need to use when developing your team. This workshop will concentrate on the offering you tips and tricks in practical management skills. You will explore how through leadership skills your team can develop and grow. You will look at what are the characteristic of effective teams and how you can help develop these as a leader.

**To book onto any of the courses above**, contact Fiona Essam, Work Zone Manager:  
Direct Line: 020 8753 4693, Mobile: 07813 183 555