



Role of the Leader (RotL): Successful retail managers use a combination of skills, knowledge and intuition. This ½ day module, which forms the *foundation* for all future modules, creates the insights into the manager's true role. Participants build awareness of their role as a leader; understand their own personality style through the *DiSC* online profile and how it impacts their results, plus adopts a core group of *Communication Skills* that enable an accountable and committed team.

Additionally, managers take away planning and prioritizing skills with a *Store Team Assessment*; a tool that includes an assessment of their store, their business goals and documents their priorities. After taking this module, participants apply what they learned to a range of performance modules listed below. Each of these modules has a unique discussion strategy and either live or video retail models that demonstrate effective use of both skills and leadership strategies, to achieve goals while strengthening relationships.

● **Setting Performance Expectations (sPE)**

The best retail teams understand their roles and are accountable for results. Managers use this strategy to focus on the individual performer and their performance standards. Managers also better understand the support they must provide for the employee to be successful. Typically, this strategy is used with new employees or newly promoted employees.



Improving Below-Standard Performance (iBP)

● Most employees want to do well in their role, and managers should be comfortable providing corrective feedback while holding them accountable for not meeting expectations. This strategy provides a roadmap for a tough conversation, but also one that engages the employee in solving the problem themselves.

● **Effective Floor Supervision (eFS)**

Few in-store responsibilities are more critical than managing the customer experiences on the sales floor. Managing a retail floor requires the manager on duty to be aware of everything that's happening but avoiding the pitfall of getting caught up in a single issue that distracts them. This strategy provides critical skills for motivation and a structured process for floor observation and coaching in real-time. This module includes four essential floor management guideposts as well as a core section on reading and responding to cues. Participants practice coaching in real-time using a proven strategy to maximize their time; and learn that it only takes a few minutes.



Delegating to Develop (Dtd)

● Teaches supervisors how to grow their team by strategically thinking about assigning projects that will stretch their skill and give them added authority to make better decisions. It includes how to assess readiness for a project, evaluate what level of authority is appropriate and needed, and has a video model demonstrating how to best delegate to develop. Participants select real-life situations to rehearse during the session.

● **Getting Commitments to New Initiatives (gCi)**

One of the challenges of Store Manager is communicating multiple initiatives to their staff. Many initiatives come from the DM, Corporate Office or others outside the store. Managers learn to communicate a priority or expectation, ensuring commitment to fully support and achieve initiative goals. Commitment is different from agreement. Associates may not always agree with a new initiative but commitment to support the goal is critical to results. Managers learn to communicate these goals one-on-one, and in group meetings where a range of associates' experience, performance and passion for the new goal may change the dynamics. This module is designed to apply the *Communication Skills* to a specific strategy for creating a motivated team dedicated to taking their personal performance to the next level to meet the current challenges presented.



Resolving Team Conflicts (rTC)

● When people on a team disagree with each other it inevitably affects business. Managers, who usually avoid conflict, need to have a comfort level in resolving the issue so that business gets back on track. In this strategy managers become skillful at uncovering the issue, listening to both sides and building a solution that both sides can commit to. The employees will own the issue and its resolution. Plus, they will be accountable for ensuring that their behaviors do not negatively impact the business.

● **Professional Sales Coaching (PSc)**

Successful sales professionals initiate business and build strong on-going relationships with customers regardless of the level of store traffic. This module teaches managers to create a proactive selling environment that encourages goal achievement. Managers learn skills that provide ongoing direction and support to sales professionals that motivate and build confidence. They learn how to reinforce on-target performance to increase commitment to goals and to identify challenging areas before failure occurs.



Managing a retail store location today has become more challenging and complex than ever. Working with payroll constraints, completing multiple merchandising and operational tasks, meeting rising customer expectations, and doing it all with limited staff and time are just part of a retail store manager's day.

Role of the Leader (RotL) includes:



- Key business **Foundation** goals and planning
- Leadership **Style** analysis (online DiSC profile)
- Core **Communication** Skills

Half-day leadership topics they need to know:



Setting Performance Expectations (sPE)



Improving Below-Standard Performance (iBP)



Effective Floor Supervision (eFS)
Coaching in Real-Time (CiR) & Guideposts



Delegating to Develop (Dtd)



Getting Commitments to New Initiatives (gCi)



Resolving Team Conflicts (rTC)



Professional Sales Coaching (PSc)



Recruiting & Interviewing strategies (Ri)



Initial Follow-Up & Ongoing Reinforcement

MOHR Retail's **Retail Store Leadership (RSL)** program is designed to provide targeted classroom sessions that build organizational and leadership skills for Store Managers, Assistants, and other supervisors. To the left is a list of topics managers need to do well to stay competitive and build their team's competence.



Select the modules your Store Management Team needs most. *Role of the Leader* is \$125 and each performance module, including RSL+ training modules and reinforcement questions, is \$85/person.

You can either have a MOHR Retail consultant facilitate the classroom session(s) or get up to six of your own in-house trainers.

RSL Trainer Certification is \$14,000 for all six and includes detailed Trainer's Guides, DVD of all video models, and professional Wall Charts.

If you would like **MOHR Retail** to facilitate the session it's \$3,300 per day plus materials and travel.



Click on our website www.mohrretail.com for more detailed agendas and information

Call us directly at (201) 444-4100 or email us for an outline at info@mohrretail.com