

# RMM Retail Multiunit Management

Leading From a Distance

In retail, every day is  
a chance to learn. MOHR



Feedback & Insights--DiSC™

My Plan™

Communication Skills

3 Key Strategies

Strategic Thinking



**Retail Multi-Unit Leadership** comes with its own set of unique challenges and requires leaders to change the way they plan, interact, conduct store visits and motivate their management teams.

**RMM** is designed to help Multi-Unit Leaders leverage the potential of their store management teams and stay focused on the goals that are most important to the organization.

## Retail Multiunit Management

*Thousands of retail Regional, District, and Area Managers have attended our (RMM) program.*

*Their feedback has consistently shown that this two-day training created exclusively for retail multiunit managers is a powerful session that creates results. There are four major modules covered in the two days:*



### Role of the Leader – Introduction

Achievement Cycle™

To define the roles of the leader based on their management teams specific needs

MyPlan™

A priority business planning tool designed for easy use throughout an entire year

Personal style assessment (DiSC online version) that provides key insights about your communication style

Core Communication Skills: four critical leadership communication skills.

### Motivating a Manager with Below-Standard Performance

Discussion of current below-standard performance affecting their business

Five-step strategy for getting Store Managers to solve the problem and re-motivate for higher performance

Video model using retail-specific scenario

Individual practice and feedback to rehearse actual scenarios they face

Commitment to action and follow up

### Coaching Coaches

Best practices for strengthening others' leadership

Four-step strategy for getting Store Managers to handle tough development situations with their team

Video model using retail-specific scenario

Individual practice and feedback to rehearse actual scenarios they face

Commitment to action and follow up

### Maximizing Store Visits

Challenges of leading from a distance and national best practices

Pointers and pitfalls of making technology work for you while on the road

Video model with five-step strategy for formal store visit debriefing

Individual practice and feedback to rehearse actual scenarios they face

Commitment to action and follow up



### Sustainability:

RMM+ Web Based Post Work Shop Reinforcement for ensuring and Sustaining Results

For 90-days post workshop participants will access a daily refresher of RMM in the form of a quick question.

The system supplies the participants a question to answer related to what they learned in RMM....30 seconds or less per day.

### Store Visit Effectiveness Survey

A survey is sent out electronically to all Store Leaders (managers) to assess the effectiveness of their District Manager Store Visits, within 90-120 days post the DM workshop

The questions are based on the Retail Multi-Unit Management skills, strategies and tools

The results are tabulated and a report is created and presented to Senior Operations Leadership in a three-hour comprehensive session

Opportunities for continuous development and growth are then discussed with the DM team via web-conference or in person

### Pricing

*\$900 per person* includes the MOHR Retail exclusive 90-day web-based reinforcement program

Click on our website [www.mohrretail.com](http://www.mohrretail.com) for more detailed agendas and information or call us directly at (201) 444-4100 or email us for an outline at [info@mohrretail.com](mailto:info@mohrretail.com)